

A HARVEST OF THOUGHTS ON CIVILITY



PUBLISHED BY THE
Fifth Avenue
Coach Co. N.Y.

Ex Libris

SEYMOUR DURST



FORT NEW AMSTERDAM



(NEW YORK), 1651.

When you leave, please leave this book
Because it has been said
"Ever'thing comes t' him who waits
Except a loaned book."

642.2997 DOK 109

AVERY ARCHITECTURAL AND FINE ARTS LIBRARY

GIFT OF SEYMOUR B. DURST OLD YORK LIBRARY

A
HARVEST
of
THOUGHTS
on
CIVILITY

From every quarter comes the wish that civility may be impressed on all phases of social, commercial and industrial life with the same measure of success that has made it synonymous with coach service



PUBLISHED BY THE
FIFTH AVENUE COACH COMPANY
605 WEST 132ND STREET, NEW YORK

Winners of Prizes

in the

Fifth Avenue Coach Company's

Civility Contest

\$150.00 and "Judge's" \$50.00

AGNES O'GARA RUGGERI	An Index of Civility	5
----------------------------	----------------------------	---

\$100.00

ALAN ST. JOHN COLTHURST.....	Service Is Not Servitude	6
------------------------------	--------------------------------	---

\$50.00 by United Cigar Stores Company

ALICE M. KAUTZ	New York Needs Civility	7
----------------------	-------------------------------	---

\$50.00

AGNES M. CONKLIN	A Vital Spiritual Force	9
MARGARET B. GROSS	A Trial of Strength	10
MARGARET BALL	Incivility Inexcusable	12
HELENE WALSH	Proof of Civic Pride	13
ORISON SWETT MARDEN	Greatest of Investments	15

\$25.00

LAILA CONNOR	What a Change, If—.....	16
M. V. CARTHUERS	An Ancient Virtue—A Modern Need	17
WINIFRED STUART GIBBS	Password to Citizenship	19
TIMOTHY M. CARMODY	Outspoken Friend-Getter	20
THEODORE HUEBENER	The Highroad to Happiness	21

\$10.00

M. C. MCCONKEY	Highly Specialized Business Asset	22
HERMAN MONTAGU DONNER	Singles Out the Superior	24
C. C. CHAPIN	Pays to Wear Manners Every Day	25
CLARENCE J. SHEARN, JR.....	Creates a World Citizen	26
SAMUEL W. STRAUSS	Heaven's First Law	27
EDWIN RUTHVEN	Gives New Viewpoint on Life.....	28
J. C. LONG	"Please"—An Old But Seldom Used Word	30
H. E. FRIEND	No Royal Robes About Civility	31
CYRIL J. GODDARD	Makes Star of Mere Actor	32
ELBERT ROBB ZARING	Coach Company—Civility's School on Wheels	33

\$5.00

FRANKLIN SNOW	Caters to Everyone's Comfort	35
MRS. EDWARD W. STITT	Courtesy Invaluable Asset to Corporations	36
ROSE G. CONNETT	Day Begun With Smile Reaps Reward	37
ELIZABETH M. CLARK	Gospel of Human Relations	38
MIGNON QUAW	"A Little More Than I Am Paid For"	39
FRANK DORRANCE HOPLEY	A Way to Roll Away Anxiety	40

Winners of Prizes

in the

Fifth Avenue Coach Company's

Civility Contest

RAY H. EVERETT	Think Less of Right—More of Duties	41
J. L. WOODLAND	Asset that never Goes into Bankruptcy.....	41
EVELYN REID JENKINS	Everyone Should Sow Seeds Everywhere	41
ELLERY LIVINGSTON ALLEN	Teaches Love of One Another	42
MRS. CURTIS C. GROVE	Nuggets of Purest Gold	42
J. E. MASSEY	Consideration Begets Consideration	42
F. W. OVERHISER	Like Advertising, It Pays	42
CHARLES E. BRUCE	Should Be National By-Word	43
JOSEPH CONNIFF	Life's Finest Lubricant	43
FRANK FREY	Politeness at All Times, Its Aim	44
JAMES H. LEZOTTE	Important Factor in Reconstruction	44
ROSWELL S. BRITTON	Service With the Smile Wins	44
HUGH WILGUS RAMSAUR	Community Spirit Its Cradle	45
JOHN E. MAY	It's the Little Things That Count	45
DINKIE GUY FRAZIER	Associates Factors in Promotion	46
JEAN BOSLER CHAMBERLAIN	Heart the Way to Man's Purse	46
ABRAHAM DEUTSCH	Leaves An Indelible Impression	47
L. B. EVERETT	Nothing Left if Self Respect Goes	47
FREDERIC LUDLOW LUQUEER	A Deep Will of Kindness	47
SMITH E. ALLISON	Welfare of Public Now Essential	48
HELGA R. MORTENSON	Incivility Not Less Than Disgrace	48
ETHEL YOUNG	Say "Yes, Sir" and "Yes, Ma'am"	48
BELLE C. HOWARD	Respect for Others Its Keynote	49
GEORGE J. JERVIS	Sets Example for Children	49
H. M. PURRINGTON	Most Courteous the Most Influential	50
H. B. BLAUVELT	Makes Men Equal Regardless of Wealth	50
PATRICK LEYDEN	Singles Out the Unthinking Minority	51
MRS. H. G. CHATAIN	Well Worth Campaigning For	51
LAURA GREEN NOYES	Halts Self-Indulgence and Hysteria	52
R. E. FIELDER	Sure Sign of Good Fellowship	52
CAROL H. CHAPMAN	Big Cities Need Civility Most	53
S. W. MARVIN	Based on Self Control	53
OLIVE STEVENSON	Boor, Self-Confessed, a Failure.....	54
STANLEY W. AYRES	City Wide Campaign a Vital Need	54
F. GRINNAN	Handmaiden of Naturalness	55
ELEANOR FITTS	Courtesy Is Innate and Evident	55
GEORGE GORDON	Spreads Sunshine Along its Way	56
HOWARD B. STEVENS	Eased on Divine Command	56
ROBERT STEWART SUTCLIFFE	Resolve: I Will Spread Civility	56
HARRIET CLAY PENMAN	Shall the Humble Monopolize Civility?	57
JOHN MARTIN	"To Give and Take for Kindness Sake"	57
A. H. SUTPHIN	A word Full of Meaning	57
HELEN EGAN	Let All Join For Big Drive	57
DR. A. MANN	Three Keys to the Heart	58
MRS. HENRY ABRAHAMSON	A Way to World's Kinship	58

To The Public

NO MOVEMENT of recent years has taken so firm a hold on the American people as that having as its objective a more widespread practice of common courtesy in daily relations. From very small beginnings it has reached out in a thousand and one directions, until today we find most of our large corporations following the example set by this company and steadily striving to inculcate in their personnel the idea of kindness and consideration in all business and personal intercourse.

In its own organization the Fifth Avenue Coach Company feels it has achieved a very high standard in this direction but even more gratifying has been the response of its patrons to an appeal to help the men who man the coaches to be civil and courteous, by being civil and courteous themselves. For the successful coordination of effort thus accomplished we are thankful indeed. It has so aided us in the administration of our service and the successful carrying out of our policies that we seriously want others to enjoy the same benefits, and so the campaign for universal courtesy has with us become a continuing effort.

We arranged the Civility essay contest because we wanted some specific reactions from our own people and from the public. We got them; sixteen hundred of them in less than two months. We are giving you some of the best of them and feel that you will find in them much to interest you.

To the editors of *Judge* and to the officials of the United Cigar Stores Company, this company is grateful for the helpful cooperation given. In the many contests that we have conducted in the cause of better ideas in thought and practice, none has been more successful than the contest just closed. To all of those who helped make it so we extend our sincere thanks.

FIFTH AVENUE COACH COMPANY

JOHN A. RITCHIE, *Pres.*

An Index of Civility

BY MISS AGNES O'GARA RUGGERI

CIVILITY—the virtue that oils the wheels of life, and the absence of which causes the whole machinery to rumble and jar!

It makes even toil palatable; it takes the sting out of the word "boss," and raises the worker from a slave to a fellow-man.

*Takes Sting
Out of Word
"Boss"*

It is powerful. Used by a tenant, it can make the landlord forget that he is listed among the Pontius Pilates of the world, and used by the landlord, it can mystify and frighten the tenant with dread forebodings.

Introduced into the Mack Sennett comedies, it would forever do away with the custard pie, and if frequently encountered in married life, would destroy the domestic relations court.

Without it, what chance would Cleopatra have had with Caesar or Antony, and how far would Antony have gotten with his funeral oration if he hadn't opened with it?

It was the serpent's most powerful weapon in the garden of Eden, for if Eve was anything like the rest of the sex, that apple could not have been rammed down her throat by force. And if Eve herself had bullied Adam, would he have eaten it?

If ex-Kaiser Wilhelm had had even a little of it, the war would probably not have occurred.

It is powerful enough to kill hate and charming enough to create love.

*Kills Hate and
Creates Love*

It has made the French nation popular throughout the civilized world, despite a peculiar style in mustaches. It was used so extensively in connection with duels that delicately nurtured girls could view unmoved, except for an enjoyable moistening of the eyes, the spectacle of a graceful matinee hero inserting six inches of cold steel into the ribs of the best villain on Broadway, even when men were scarce. Realizing its value, our modern prize fighters endeavor to duplicate the civility of the ancient duellists

by shaking hands—but the effect is not the same; there is something wrong with the hands.

*Charms the
Family
Circle*

If it were not for the civil manners of toreadors in general as evidenced by the specimens in Spanish literature and opera, would not the Spanish people long since have lost interest in a brutal sport? But the good manners of the toreador, opposed to the bad manners of the bull, have won the day.

Yes, civility, like the quality of mercy, increases the power or the charm of "him that gives and him that takes." It is courtly in the lover and becoming in the beloved, welcome in the husband and flattering in the wife, dignified in the father and docile in the child, gracious in the grandmother and adorable in the grandchildren, altogether delightful in friends and associates, and, alas, uncommon in our general intercourse.

Let's remember that if we enjoy meeting it in others, they enjoy meeting it in us, and

PASS IT ALONG.

SERVICE IS NOT SERVITUDE

BY ALAN ST. JOHN COLTHURST

*Gives Nation
Its Greatest
Weapon*

THE practice of civility is the scientific and persistent application of a high ideal to commonplace affairs, supplemented and controlled by an understanding sympathy. In it is, therefore, involved not only a practical idealism typically American but also a heartfelt enthusiasm which should be cosmopolitan.

New York is the emporium of America, but though its export may be New World ideas, its chief import is the base elements of the Old. In sheer bulk this import so far exceeds export supplies that the result is a debasement of the whole physical, mental and spiritual currency of the state. America is the dumping ground of nationalities, and it is her superhuman task to submerge them in the nation, to swamp individualism by patriotism, self-assertion by Christianity.

Patriotism is a national ideal, Christianity a cosmopolitan ideal, but both have a common weapon in civility.

The wielding of this weapon is the task of a superman, for his enemies are legion. The upbringing and debased national characteristics of this polyglot state; the exhaustion entailed by the recent moral and mental strain of patriotism; the post-bellum generation which has not experienced realities; but above all, the almighty dollar which demands of its devotees greed, cruelty and

despair, for life without money is a despicable existence in this western Babylon.

Yet in spite of the forces arrayed against it, this weapon is all powerful if properly applied, for it has as its essential the gigantic strength of a manly and cheerful meekness which wins its positions by peaceful penetration.

*Wins Its Way
By Gentleness*

But Rome was not won in a day, and meekness is not acknowledged as a mark of nobility by a generation nourished on force. It should, therefore, be the criterion of education in the schools, that the training of character is more important than the development of the mind, that self-development means self-control, that morality is more than moralizing, and that mechanism run riot leads to barbarism.

There is little to be said for a mechanical existence, still less for a bad example; civility is chiefly appreciated in the home, but parents need outside support. The greatest handicaps to moral uplift are fear of morbidity and fear of neighborly opinion; both can be overcome by co-ordination of effort. The keynote of education should be altruistic cheerfulness, while the press and the poster should accustom the public to its advantages until civility becomes as reasonable as "Instant Postum."

*Helps Parents
to Teach
"Manners"*

Meanwhile, doubting parents have only to step onto a crowded coach to be convinced of its effectiveness. "Nothing succeeds like success," and the greatest possible impetus to a civility campaign is the example of the men who traverse the length and breadth of New York.

They have discovered that service is not servitude, and that the Statue of Liberty is the hallmark of good cheer.

NEW YORK NEEDS CIVILITY

BY MISS ALICE M. KAUTZ

NEW YORK CITY needs a civility campaign:

To SPEAK for the many who, bruised by incivility, can't speak for themselves without endangering the livelihood of their families:

To EXPOSE churlishness, robbing day of joyful and vigorous enterprise and night of recuperative sleep and reaping a bitter, solitary dotage;

*Discourages
"Grinding of
Axes"*

To ALLURE to the exorcism of discourtesy by good-will in the service of others and in the compensation of service to ourselves; to a larger use of thought and effort and no cold-cash payments barren of goodwill;

TO DISCOURAGE the misuse of courtesy in the "grinding of axes" and its companion vice, than which no other is more corrupting, contempt for the personality of "the other fellow";

TO IMPRESS upon the plastic minds of the young, the ineffaceable image of winsome, cheering civility;

TO ENCOURAGE the rendering of such a *quid pro quo* in the civility game as shall broaden interest, by quickening an appreciation of the contributions of our foreign-born element to our fullness of life, and of the vastness of our population, and by creating a livelier concern and sense of responsibility for the operation of all departments of government and the complexion of our foreign policy;

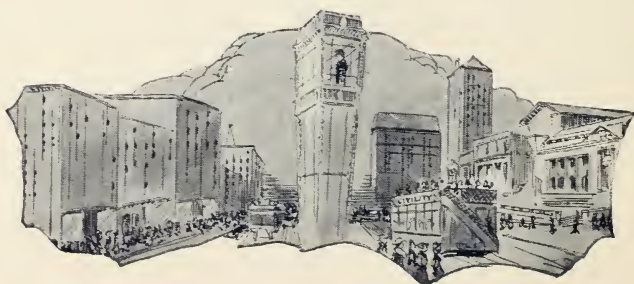
*Cures
Rapacity
of Cliques*

TO AWAKEN us, in our search for the causes of incivility, to the menace of such conditions as: "gangs" of children out of the bounds of home discipline through the helplessness of parents unacquainted with our language, institutions and customs; and irresponsible floating population of men, homeless through choice or economic pressure; an irresponsible leisured class the recklessness and impunity of whose transgressions of the law are ever in the limelight; the manifold menace bound up in the inadequacy of our housing provision, public schools, public thoroughfares, public parks, and lines of transportation; the mistaken policies of large industries that would treat workmen like materials and tools; the feverish race to get something for nothing—bargains in commodities and jobs; the insolence of office and the rapacity of legislative cliques and special interests for the spoils of government; the public's indifference to the care of public property and the duty and privilege of exercising its right of suffrage; and the disposition of all of us to preach so much better than we practice;

*Awakens
Broad
Civic Spirit*

TO POINT THE TRUTH that any citizen's share of common privilege in a well-equipped, well-governed city is more valuable to him personally, as to the united citizenry, than special privilege in an impoverished city:

AND FINALLY TO POPULARIZE that most hopeful, inspiring indoor and outdoor sport of watching for unusual manifestations of civility and fine civic spirit.



A VITAL SPIRITUAL FORCE

BY AGNES M. CONKLIN

"Let gentleness my strong enforcement be."

—AS YOU LIKE IT

CIVILITY, courtesy, manners—the fundamental of these is thoughtfulness of other people. If we grow less thoughtful of others and more thoughtful of self, the disaster is a national one, because it strikes at the heart of our democratic ideal. Unless men are willing to retard self in the interest of the whole, democracy cannot be successful. Civility and its kindred qualities are the elbow-rubbing evidences of the attitude of democracy which we feel is so peculiarly our national pride. The growing disregard of these amenities in the everyday lives of the American people should cause every serious-minded man and woman to consider the reason why we have lost our chivalry and the inevitable consequences of this slipping from grace.

*Revives
Nations
One-Time
Chivalry*

If we consider the problem in New York City, we shall find three fundamental causes for the lack of civility—overcrowding, commercialism, and the new spirit of social and political freedom. Overcrowding is the least controllable of these factors. In all sorts of public conveyances, particularly in the subways, people are herded, and this in itself opens the way to uncivil behavior. Morale is weakened because of the keen competition in the interest of personal comfort, the temptation of proximity, and the loss of individual dignity which is characteristic of any scramble. In a drawing room where there is no pushing, no pressure of time, no sense of "beating the other fellow to it," men are polite; destroy that atmosphere as one does in the subway, and man becomes an animal engaged in primitive struggle.

Commercialism in American life is also a force destructive of civility. The reason is that the controlling forces of commercialism are materialistic rather than spiritual. Everywhere in business we see principles sacrificed for the love of gain. If individual profit supplants justice and honor, civility, too, must bow before financial success. The difficulty here is our measure of success. We speak of a man as being successful only when he makes his business pay enormous profits or when he earns a large salary. This is a crass estimate of success. When we change our standard so as to measure success by a man's character and moral effectiveness, civility will become part and parcel of life.

*Crushes Greed
and Elevates
Character*

There has been rampant among us, especially since the war and the passage of the nineteenth amendment, a new spirit of social and political freedom. It is not necessary to mention free-

dom in connection with men because that is an old story, but certain freedoms are new to women. We see the effects of it in the school girl's freedom of dress and manner and in the older woman's desire to smoke and drink and to be less reserved than formerly. Isn't it a strange thing that women, in the exercise of their freedom, should adopt men's vices as a sign that they are free? Again this is a result of our standards. Men encourage this showing of freedom because it entertains them; let them change their standards and frown upon the exhibition and laxness will again become rigidity. This sense of freedom on the part of the woman has freed men, at least temporarily, from the necessity of civility.

*Attains
Definite
Trade Value
in Business*

Admitting these causes, what is the remedy? We must put a premium upon civility by including it in our estimate of individuals. Let no man be considered successful unless he is worthy in character. Let us consider less the extent of his success financially and pay more attention to his means of attaining success. When we reward the school child, let it not be in terms of percentage, which preserves materialistic competition, but let it be a measure of the child's service and thoughtfulness of others. The hopeful sign is that civility is being recognized as a commercial asset; in other words, trade value is placed upon it. The step beyond civility as a business factor is the acceptance of civility as a necessary spiritual force. Given the chance, civility will prove its own case.

A TRIAL OF STRENGTH

BY MARGARET B. GROSS

MY dictionary defines civility as—"The state or quality of being civil; propriety or courtesy of behavior in social intercourse; absence of rudeness"—shows it to be, as I suspected, a cool and neutral thing, intellectual rather than emotional.

*Enhances
Life's Finer
Qualities*

Although preferable to rudeness, as a quality, by itself it is sterile. It becomes active only when supported by other qualities. These qualities may be good or bad. I have seen civility turned into the subtlest of insults, the most delicate of compliments.

In the American, it varies somewhat with the sections. In the East, it is cool and careful; in the West, it is open and eager; in the South, it is mellow and friendly. The reserve and caution of the Easterner, the spaciousness and generosity of the Westerner,

THOUGHTS ON CIVILITY

the warmth and hospitality of the Southerner, color the civility of the sections so far that it becomes a stamp by which men can be placed.

The meaning of civility, then, depends upon the man who practices it.

The quality of civility is affected by the age of the civilization that produces it. In the Oriental, it is a finely-polished instrument perfected by centuries of training. In the younger races, it is still comparatively crude and clumsy.

*Marks Progress
of Nations*

It is influenced by the temper of a race. What a contrast between the civility of the Latin and the Anglo-Saxon!

The extent to which civility is practiced often depends upon the economic condition of a country, as we saw during the War. While labor was scarce and wages sky-high, what rudeness and intolerance we met in those who served us. Now that conditions are slowly growing more normal, how the practice of civility is increasing around us.

A complex thing, then, this quality! Affected by the temperament of the individual, the state and age of his civilization, his race, his economic situation!

And yet, how simple a thing in fact, recognized by any man in any situation.

Although easy to know, it is often far from easy to maintain. The man who can be civil under the pressure of rudeness or injustice from others has poise and self-control and a sense of his own dignity. And if to his civility is added a pleasant or a friendly attitude, how often the discourtesy he meets will melt away. For civility warmed by friendliness is as infectious as laughter or measles.

*Creates Poise
and Self-Control*

If I were trying to persuade a doubting employee to practice civility I should first point out the economic reward—the satisfied patron, the reputation for courteous and efficient service.

Then I should demonstrate to him the contagiousness of civility, that it could become a sort of game to see how many irate people one can “readjust” by one’s influence.

There is also, of course, the effect upon one’s own character, but I hardly think that every man would be moved by that consideration.

Lastly, I would convince my employe that a test of civility is as much a trial of strength as any bout of fisticuffs. If a man or woman attacks you unjustly, is rude or unreasonable or actively belligerent, and you allow yourself to be plunged into the same mood, you have yielded to the other’s influence—you are the weaker of the two. If, however, you can preserve your own poise, and tend rather to calm the other man instead of warming up yourself—then you are the stronger.

*Will Prove
It's Own Case*

There are certain people who seem to find joy in life by

quarrelling, fighting, scratching along, always in an atmosphere of fire and brimstone, forcing their way by making the rest of us so miserable that we yield anything in reason to get them quieted.

*Tests
Self-Control
and Balance*

But most of us, I believe, prefer tranquillity and good will, and the measure we receive depends upon what we give. Civility by itself is not enough. Add to it friendliness, an active friendliness that will take the trouble to relieve tense situations, save strained tempers from giving way by some kindly or humorous remark that clears the air and you are pretty sure to find yourself in a rather agreeable world.

A difficult world? Most certainly! But with friendliness as a sword and civility as a shield, it is a poor sort of man who cannot make his way!

INCIVILITY INEXCUSABLE

BY MARGARET BALL

*Cures
Imperfections
of Education*

THE teacher sees incivility as a sign of imperfect education; the soldier, as a military offense; the lawyer, as a cause for litigation; the clergyman, as sin; the doctor sees it as a symptom of disease. Working all together, these professional gentlemen strengthen the conviction of the ordinary human being that only when everyone is civil shall we have reached a normal standard of living.

Just now the physicians are presenting the most exciting theories about the cure for incivility. If their views prevail after further research we may find ourselves impelled to endow a foundation for the medical promotion of civility. Then incivility will be a cause for hospital treatment, and we shall all recognize it as a preventable and therefore a wholly inexcusable disease.

*Quells
Restless
Tempers*

If it is true, as the doctors are saying, that a set of tiny glands, some of them hardly larger than a pinhead, determine our reaction toward everything around us, we may in time adapt ourselves to metropolitan life by very simple methods. The powerful little body in the middle of our heads is said to pour into our systems a precious trickle which gives us the persistence to carry forward a task undertaken at the bidding of another gland in the front of our necks. And if the persistence runs low, and the restless secretion keeps urging us on to activity, we are apt to become irritable and take out our temper on our neighbors. Let them send for the doctor—when these matters are thoroughly understood—and let

the doctor get his pay from the municipal fund for the promotion of civility.

A fascinating theory this, especially when the simplified sketch of the performances of two glands is filled out by an account of the aberrations of all the others. But looking back on earlier theories we note an odd development. Not so very long ago we used to forgive our enemy by remembering his dyspepsia, and apologize for the peccadillos of our friend by referring sympathetically to his liver. No longer do the major organs excuse a man for his sins; we have pushed the blame further back into the realms of mystery by laying it upon these obscure and infinitesimal members of the organism. When the physical research of the future has cleared our bodies of their last mystery, shall we find that we are after all morally responsible for our faults, that they are more like sins than like diseases?

*Presages a
New Science
of Tomorrow*

While we suspend judgment on this delicate point, we may well put in our time trying to promote civility by every means at our disposal—educational, legal, military, medical, and ethical. For civility is a *desideratum*, and when we need something very much we are willing to devote all our various talents to the good cause. The theory of civility may wait for the science of tomorrow. It is the practice that we need today.

PROOF OF CIVIC PRIDE

BY HELENE WALSH

IN order to find the mainspring of civility I ask myself—In what cities, what organizations, what families have I been treated with civility and observed it in the intercourse around me?

In every case I find it where there is a common interest aside from the desire of individual gain. This common interest or unity of interest binds the people into a co-operative body from which springs civility.

In a city where there is a civic pride and the inhabitant feels himself part of the place, a common interest exists which causes co-operation and understanding and tends to make pedestrians and drivers comply gracefully with the traffic regulations, feeling that the policemen are of themselves and are working for the good of the city. In such a city the feeling of being one of a large family or co-operative body makes work easier and causes service to be cheerfully rendered.

*Binds
Fellow-Man
Into a
Co-operative
Body*

*Uproots
Bolshevik
Tendencies
of Groups*

As in this large group, the city, so in smaller groups the same rule applies. If any public utility, department store, hotel or restaurant is organized so that the employes take an interest in the whole, they work cheerfully, and if they respect their positions and themselves they serve the public with courtesy and attention—the solicitous, old-fashioned waiter respects his profession and is a waiter because it suits him to be one. He is the equal of the man he serves in his right to enjoy life and liberty. He is not servile or at the command of an overbearing, unreasonable patron. One might say he commands civility in return for the civility he gives. Bolshevik and socialistic teachings give the impression that it is no man's place to be a waiter by profession, that it is too menial and all men should take a turn at that sort of work, thus having common rights. Such teachings are diametrically opposed to the plan of a group of people working together as in a family. In a family, the father has his work and obligations, the mother has hers, the children theirs. So, also, in a democracy, everyone's place or work accords with his talents or ability.

It is on this democratic family plan that any organization should be built to insure civility.

I believe that the principles which cause discourtesy and an absence of civility are parallel with the fundamental principles of Bolshevism.

As regards the composition of society in general, we find that the breaking down of the national spirit and the levelling of all groups does not bring harmony. Instead it brings humanity to one disorderly, non-cooperative mass. In a composition of art (art which is the essence of life), subordination and the forming of groups are means to attain harmony, so also are they a means to attain harmony in the social plan.

*Conserves
Ideals of
Democracy*

Bolshevism does not count the family the social unit, but counts the individual the social unit and it loosens or does away with all ties that bind the family into one. It advises that children be cared for by the state instead of the parents. It does away with the parents' obligation to direct the child and the child's obligation to obey the parent.

The effects of these principles are seen in many families today—families loosely held together and without unity but with each member as the separate unit struggling for himself, and where parents neglect the children and children have little respect for the parents. In other families today is seen the wholesome effect of democracy—families which are well united and have unrestrained courteous intercourse among the members. The family of the past was often like an autocracy with the head a ruler whom the other members feared and obeyed.

I do not think the child today, generally speaking, is less

respectful than in the past, but he is less restrained, more frank and intimate with his parents. The disrespectful child is found in the families built on the Bolshevik plan. I believe the principle which makes the individual the social unit with no family obligations would disintegrate the family and, then, finally disintegrate society. I conclude that disrespect and discourtesy in a family are evidences of disintegrating influences and that the absence of civility in any society is evidence of unhealthy conditions at its root or in its very making.

*Imbues Child
with Respect
for Elders*

Civility is the evidence of healthy social conditions.

GREATEST OF INVESTMENTS

BY ORISON SWETT MARDEN, Editor *Success*

ONE day last January, one that all New Yorkers will recall as the day of the worst blizzard the city had experienced in years, I was a passenger on one of the Fifth Avenue coaches. The coach being full inside, I mounted to the upper deck. To save the conductor the necessity of coming up to collect my fare, I paid him before going up, for the storm was increasing in violence every minute.

It was impossible to hold an umbrella, for the wind was blowing a gale of seventy-five miles an hour; huge plate glass windows were being blown in all along the line, and the biting sleet dashing in my face almost blinded me. Imagine my surprise then, for I was the only passenger aloft, when the conductor came up and handed me a newspaper, saying that it might protect me a little from the storm!

*Touches Heart
and Makes Whole
World Kin*

No doubt this was only one of many thoughtful acts that marked Arthur Brown's daily journeyings up and down the avenue, but it touched me greatly.

Civility is a *great investment*. It sells more goods, wins more customers, carries more passengers, makes more friends, gets more credit, than any other human quality. When civility is coupled with ability, as it usually is, it is a marvelous combination. Just think what it has done for Charles M. Schwab! It has placed millions to his credit, fastened to him, with hooks of steel, a multitude of friends, and made him popular the world over.

Civility is a valuable asset in any employe. Multitudes of young men and women who have appreciated its value have been advanced over others of greater ability who neglected to cultivate it.

*Diverts
Traffic
Over
Courtesy's
Lines*

A lack of willingness on the part of an employe to accommodate or please the public may not only cause personal annoyance or discomfort, but it may also mean serious loss to a concern. I know of two railroads in the West on one of which there was such a spirit of indifference, snobbishness and insolence on the part of the employes that it not only caused the passenger service to drop off, but it also affected the freight traffic, both of which diverted to the rival line, where every employe was instructed to be as polite and as helpful as possible to passengers; to try in every way possible to please patrons of the road.

Whether in the business or in the social world, a courteous manner, the practice of civility on all occasions, is what marks the difference between the gentleman, the gentlewoman, and the boor or snob.

A little courtesy goes a long way in making life easier, happier, and more successful for all of us. Like love, it speaks all languages, opens all doors. It does not need an introduction anywhere. Every body, rich and poor alike, respond to its magic influence.

WHAT A CHANGE, IF—

BY LAILA CONNOR

*Occupies as
Little Space
as Possible*

- WHAT a wonderful place New York would be—
- IF every passenger in a coach, trolley or subway would do his best to occupy as little instead of as much space as possible!
- IF every such passenger would keep both feet on the floor instead of sticking at least one of them out in the aisle for other people to stumble over;
- IF the one who gets first into a two-passenger seat would realize that the second occupant of the same seat is entitled to occupy half thereof instead of overhanging into the aisle and thereby obstructing passage;
- IF more folks would realize that they must not expect a hundred-dollar-a-week degree of efficiency from a ten-dollar-a-week man;
- IF they could remember that although every man in his *place* is as good as any other man and entitled to the same consideration—still there must be a difference between *places*, and that it just naturally takes some longer to accomplish a given task than others;

- IF every employe, salesman, policeman, conductor, waiter, etc., could understand the fundamental difference between *civility* and *servility*, cheerfully practicing the one without danger of descending to the other;
- IF every such employe could come to know that in 1922 as well as in the Biblical days of old, the "soft answers turneth away wrath." *Turns Away Wrath With Soft Answers*
- IF the long out-of-date word "sir" might be occasionally revived for the sake of civility;
- IF people in general would stop once in a while to ask themselves whether they are really in a hurry or only think they are; in particular, whether they have not in fact plenty of time to be civil to everyone with whom they come in contact;
- IF those who are waiting for service from another (whether it be waiter, bellboy, salesman, stenographer or telephone operator) would put himself in the other fellow's place and try to understand his difficulties and impediments, there would be more consideration shown those who are working for a living and,
- IF we could face fairly and squarely the fact that all utility employes and public servants are—like file rooms and post offices and politicians—just as good as the public make them and just as bad as people will stand for, the fact being that, after all, most people who come in constant contact with others are really a kind of human resultant, having been battered into the shape you see them by long exposure to such contact and its inevitable moulding influence.
- What a great place New York would be if all of these things came to pass—if the man in the street could know that

"CIVILITY MARKS THE MAN.
LACK OF IT, THE FELLOW."

AN ANCIENT VIRTUE—A MODERN NEED

BY M. V. CARTHUERS

CIVILITY is an ancient virtue—old as the world itself—which, in this rare generation has become sadly obscured by disuse. It is such a *rara avis*, that when encountered on the highway, introductions are in order. *Steps On No Man's Toes*

IT is about as unknown as the Dodo bird—not so much because people are actually lacking in politeness, as it is the fault of Life's rush and hurly-burly. Everybody wants to reach Tomorrow

before Today is over; so we prod this man, push that, step on the toes of the next—all in our frantic efforts to arrive first!

VERY likely the bombastic god, Go-Getter, is largely to blame; some people excuse discourtesy on the grounds that the wheels to Get-There always crush somebody, but that is scarcely logical, since it's the man at the wheel, who directs, and does said damage.

IT takes no more time to "remember your manners" (as our grand-parents say) than it does to give a harmless fellow-traveler a Jack Dempsey in the ribs. Furthermore, it consumes no more strength to coo like a whole aviary of Doves, than it does to roar like an enraged Lion!

LOOK out for Number One, is the slogan of the minute. Youth and old age jostle each other for front seats in Life's Merry-go-round. Who cares what happens to the other fellow?

*Makes the
"End Seat Hog"
Give Room*

IF we could only see ourselves as others see us, that might make some difference; the End-Seat-Hog would probably feel ashamed of his piggish propensities, and the Bargain Hunters among women who excel in rudeness, would not look attractive in the mirrors of reality, when wrestling for a ninety-nine cent hat.

THE world does move; some folks are desirous of hitting up an Eight-cylinder gait, stepping on the gas for more Speed. Nobody wants to take other people's Dust, to be sure, but why not give others a chance to park their cars and enjoy luncheon and the scenery en route, nevertheless? Pedestrians are likewise entitled to the Side-walks. There's no better place to practice civility than when traveling, be it by train, trolley or motor-coach—whether you are traveler or conductor. A Leg-up and a Helping Hand, now and then, are worth more than two pokes in the back of a lagging brother, nor is the Time Schedule thus unduly interfered with! It pays to be courteous in Life's Everyday Traffic, for who knows?

*Warms the
Cockles of the
Most Calloused
Heart*

YOU might accidentally show a little politeness to some queer, Old Party—and then, wake up one morning, to find yourself heir to his fortune, just because YOU were "the only civil man or woman" said old party had found, after combing the whole city! Courtesy (like discourtesy) is confined to neither sex nor age; its range is boundless, its opportunities infinite, and its results—even when met only once in a dog's age—calculated to warm the cockles of the most callous heart! Therefore, Cultivate Courtesy!

PASSWORD TO CITIZENSHIP

BY WINIFRED STUART GIBBS

TO THOSE of us who have reached the age where we can "look before and after" comes the realization that we have a definite responsibility toward our young people. The reaction from the old-time repression was natural, but the pendulum is in danger of swinging temporarily too far in the opposite direction. Taught in the nursery that they are the most important factors in world progress, these young folds of ours are in danger of losing their perspective, not to mention their manners.

*Gives Power of
Retrospection*

It behooves us, then, to face a situation largely of our own making, and to pass on to our unconsciously arrogant youngsters that Heaven born gift of imagination, the power to see through the eyes of another, and to feel through that other's sensibilities. More especially is this needed in these days of unstable public morale.

Since the entire city would benefit by such an awakening, there should be a City-wide campaign. Results would be cumulative and self-perpetuating. If we plant the little acorn of civility today, the sturdy oak of courtesy will spring up, to shade our citizens of tomorrow. That such sheltering shade will be needed goes without saying; probably the coming decades are to be the most critical of our young and so far vigorous national life.

*Relieves the
Charged
Atmosphere*

A tentative plan for a city-wide civility campaign follows:

CITY-WIDE CIVILITY CAMPAIGN

Object of Campaign.—The object of the campaign would be to rouse the interest of the entire city, and to show how close is the connection between civility and civic prosperity.

Organization.—Civility being one of the important elements in the daily life of the Boy and Girl Scouts, it is suggested that these non-sectarian, non-partisan and non-political organizations be asked to provide the machinery for launching the campaign. The Chief Scout Masters would be invited to zone the city, according to their own working forces.

First Steps.—A parade down Fifth Avenue, reviewed at the Public Library by civic authorities and invited guests would be one excellent way of rousing public interest. A series of speeches at Town Hall would add to the strength of the campaign.

*Leads to a
Higher
Citizenship*

Groups to be Reached.—Active cooperation should be sought from the schools, the press, the public service corporations, street railroads, etc., the churches, women's clubs, men's clubs,

department stores, theatres, motion-picture houses, hotels, municipal departments and all other groups likely to be interested. These could all be reached through the Scouts.

Ultimate Aim.—The ultimate aim of the campaign should be to establish "CIVILITY" as a permanent pass word to citizenship in New York.

OUTSPOKEN FRIEND-GETTER

BY TIMOTHY M. CARMODY

*Cultivates
Hunger for
Knowledge*

EVERYTHING the human race knows that is worth knowing, has come from knowledge. Knowledge is the child of education, and the great director of our minds. It is the fountain-head, from whence all things, good or evil, flow into the human mind. We cannot do a thing, without first knowing what it is we want to do; and we cannot do it well unless we are taught how to do it well. Knowing how to do it, is knowledge, gleaned through the activities of the mind in drinking in an instructive lesson on how to do it. This is fact. To contradict it is wasted force. This holds true of all things that the brain of man can conquer. To be courteous, refined, gentle, civil, and well-mannered, requires training and study. Training and study are the two basic principles upon which these traits are founded. Before they occupy a place of prominence in our character, they must have established themselves primarily in our minds. Then there is a hope that we may advance along those lines, I say we may—because people don't always do the things that they know to be right. Some people have to be shamed into doing the right thing. Others see that it is the custom to do a certain thing and follow suit in order to be in style. In a good many cases the old idea: "When you're in Rome, do as a Roman does," seems to be the predominant factor in their arriving at a conclusion. It is evident, therefore, that training and example are the two essentials. Recognizing this fact, I have drawn up some ideas that have occurred to me as being worth trying.

*Indicates
Good Breeding
and Nobility
of Character*

Suggestion 1. Follow the example of the "Subway Sun," or the "Elevated Express," by having posters on one or two windows, bearing on the subject. Cull passages, sentences, anecdotes, pieces of poetry, or pointed paragraphs from some of the great authors on what civility is; what it stands for; what it accomplishes for those who practice it; what a wonderful friend-getter it is, and how its possession is the surest indication of good-breeding, refine-

ment and nobility of character. The patron will read this new innovation with interest and unconsciously or otherwise carry away the drift of the idea.

Suggestion 2. This is a substitute for the first if that is not satisfactory. The rear window could be permanently utilized for a civility sign or motto. A brief sentence or remark, changeable at weekly intervals would just be the thing. This window adapts itself nicely for the purpose, as it faces passengers getting on or off, and will act as a kind of courtesy lighthouse; warning them of the rocks of vulgarity.

*Lights Way
from Rocks
of Vulgarity*

Suggestion 3. The transfers used by the company could be made the medium of spreading the gospel of civility, by having instructive lines on the subject printed on the backs of them. This method will bring a closer bond of friendship between the conductor and the patrons. In fact the transfer could be renamed and called: CIVILITY COUPON; so as to harmonize with the general idea involved.

Suggestion 4. Stimulate competition among the men who man the coaches to be more civil and affable by having a roll of honor, whereon the names of those worthy appear. Design a pretty civility chevron to be worn on the sleeve and given only to those who stand the strictest test, and measure up to a required standard of manners. Distribute them once a month or more frequently if necessary. This will create a healthy rivalry among the men at very little expense to the company. Any man taking pride in his uniform will be anxious to have that decoration on it. Consequently he will do nothing to retard his chances of meriting one, and having it will be in duty bound to remain a good example of civility to all.

*Adorns the
Garb of the
Man Who
Wears It*

THE HIGHROAD TO HAPPINESS

BY THEODORE HUEBENER

66 **C**IVILITY" is derived from "civilization"—that complex system of society under which we live. Like an engine this intricate machinery will not function efficiently unless it is well oiled. Friction is as destructive to society as to steel. The lubricant for the latter is oil, for the former, Civility.

Through the terrific haste of modernity much of this lubricant has been lost. We encounter evidences of incivility daily in the street, the train, the store, the theatre.

*Lubricates
Friction and
Smooths Wheels
of Society*

Fundamentally, incivility is due to a wrong mental attitude: it is caused by lack of regard for a person as a person. An inferior is treated with a lack of civility; a superior with an abundance of servility. Civility considers everyone as a person, and, accordingly, never violates the sacredness of personality.

To overcome the wide-spread lack of civility is no easy matter. It involves the marshalling of the strongest forces in the community—press, pulpit, school, and motion picture—for a vigorous campaign. The newspaper could preach civility through editorial, cartoon, photograph, and special article. The church could exert a powerful influence for civility through sermon, Sunday school, society, and bulletin. The school could bring civility not only to its 900,000 pupils, but also to the parents and relatives of the latter. The skillful teacher could weave Civility into every lesson and strive to make it the normal condition of the classroom, thus impressing the rising generation with the importance of this virtue.

The neighborhood shop could help with a Civility placard; the motion picture theatre could spread the message on the screen. Large firms would doubtless be willing to take up the matter personally with their employes, as the Fifth Avenue Coach Company has. Civility could be urged upon the employes and made a definite element in rating or for promotion. Naturally, those promoting the movement must themselves set good examples.

Should such a city-wide campaign be undertaken, it would not be long before neighboring towns would be affected by the movement. The civility idea would spread rapidly and gradually the whole country would take it up. This would prove an inestimable blessing, as it would tend to remove friction from daily intercourse and promote sympathy and understanding. Everyone would be happier and brighter because of the spread of civility.

HIGHLY SPECIALIZED BUSINESS ASSET

BY M. C. MCCONKEY

WE PROVINCIALS who voyage through New York really see something beside the Bowery and do something beside stretching our necks toward the top of the Woolworth tower; we notice folks. Especially we notice folks who are civil toward us, with a very agreeable recollection afterward. And then we tell the folks at home all about it. So of course when they go to New York, they try to get the same delightful experience. I can say that in no case has there been a recoil from my friends

*Encircles a
Nation with
Sympathy and
Understanding*

*Elevates
Coach Men to
Exemplars
of Courtesy*

for my recommendations of the civility of the employes of the company conducting this contest. We outsiders are not great in number compared to the New Yorkers whose city we invade but we come to spend. Yes, civility pays!

Then how increase it with sellers of goods or service and how increase it among buyers? For I must confess some provincials act as though they had never met civility.

Buyers must learn to teach this lesson by giving their business to civil salesmen and sellers must do the same for civil buyers.

*Public
Buys from
Civil Salesman*

Further, we must remember that in retail selling the buyer is usually an individual and the seller a firm, acting through individual salesmen of goods or service. How shall we encourage these individual salesmen? It seems to me that we must provide some way by which the individual buyer can reward personally the salesman who shows him courtesy. That is the only advantage of tipping. This advantage the buyer can get without ruining the salesman's morale if we suppose that the employer will first furnish the buyer with discount slips, with which to reward the courteous salesman. The latter could redeem them in privileges of shorter hours, longer vacations and so on, but *not* in money. It might be even better for the buyer to put the slips in a general receiving box rather than give them to the salesman, avoiding much personal solicitation. And why might we not extend the same idea to buyers? Buyers could be graded according to courtesy. If the reports from several salesmen agreed on a high rating, the buyer could be granted extensions of credit and other privileges. But he should not know the results of the gradings—only in a general way that he was being graded, and feels the effect.

*Buys and Sells
Commodities of
Life with Ease*

The sellers can keep track of buyers by comparing records. But this is practically impossible to the buyers on an effective scale. And that is where voting contests and essay contests help the buyers. For they rightly figure that the firm progressive enough to carry on such advertising of civility, will be progressive enough to insist on civility towards the buyers of their goods or service.

SINGLES OUT THE SUPERIOR

BY HERMAN MONTAGU DONNER

S AID a pretty wit of some modern day:
 "An Englishman enters a room as if he owned the place;
 an American as if he didn't care a darn who owned the
 place."

A lot of shrewd observation lies in that, and it is almost
 invariably received by listening Americans with a chuckle of that
 intense self-satisfaction so characteristic of us.

*Assures
 Foreigners
 of America's
 Respect for
 Their Rights*

But, when we come to analyze the anecdote, does it in reality
 justify such a complacent reception on our part?

If we pause to reflect, we gradually realize that the owner
 of a place naturally exhibits a proper and active concern for the
 appearance of his property and for the comfort and welfare of
 the dwellers therein, whereas the man who swaggers in carelessly,
 even defiantly, betrays a lack of consideration for the rights of
 others that makes doubly conspicuous and obnoxious the patent
 determination to assert his own supposed privileges as the "equal"
 of any other person living, thus betraying his own essential infer-
 iority to all those possessed of better breeding than himself.

It is this characteristic attitude of "not caring a darn" for the
 opinions or feelings of others whose ways and habits are different
 from our own that has gained for Americans in the minds of most
 foreign nations a reputation for churlishness and bad manners that
 we should endeavor by every means to eradicate as speedily as
 possible now that we have, through the agency of the world war,
 been brought into so much closer contact with the nations across
 seas.

*Exhibits
 Proof
 of America's
 Good Will to
 All People*

Undoubtedly the war has itself greatly increased our tendency,
 especially on the part of the youth of the land, to insist upon
 greater freedom of individual action at the expense of the comfort,
 or even the rights of others, which tendency, in its intense mani-
 festation, becomes crime, and in its lesser, incivility, boorishness.

That great numbers of the young men who went through years
 of savagery and slaughter should have become callous to the finer
 feelings and graces of mind and bearing is scarcely surprising: It
 has been so after every great international upheaval, and will
 undoubtedly be even worse after the next, should mankind ever
 commit the mad and suicidal folly to permit another war. In addi-
 tion to the unsettling force of a career of wild adventure during
 which life itself became a gamble, came a certain carelessness of
 any authority not based on force. Another cause of the subse-
 quent decrease of respect and deference either to age or culture,
 is to be found in the immensely increased importance of the labor-

ing classes and mechanics due to the vast importance of the role played by them through the war, and their keen appreciation of the credit due them for the successful maintenance through their unremitting efforts of national integrity, and their consequent insistence on more adequate remuneration, and with it a recognition of their social equality with the "intelligenza," and "equality" naturally more apparent than real.

Little hope for a remedy for all this self-assertiveness is to be found save in some such movements as that started by the Fifth Avenue Coach Co., to be conducted in the first place by educational authorities, parents' associations, ministers of the Gospel, heads of industrial establishments and of labor organizations, writers, and newspaper proprietors, the details of which should be worked out by carefully chosen representatives of the various professions and commercial bodies and labor organizations meeting together at stated intervals for a review of conditions.

*Offers Wide
Program for
Concerted Uplift*

PAYS TO WEAR MANNERS EVERY DAY

C. C. CHAPIN

JOHN ALONZO SAWYER has been a sort of joke on me. The way bad luck just won't go near that man! Young Sawyer lives two floors above, in this same house; and we, when we moved in, first wondered who the favored folks could be that never had complaints about their can. Their garbage neatly emptied, while the rest of us just cussed and raved about the stuff the man forgot—their milk all nicely covered, never soaking up the dust—their ice chunk never broken—well, it almost seemed unjust. And then we heard them say their pipes were hot!

This John Alonzo Sawyer has, it proved, a job near mine; in fact we found it's in the same concern. And down in his department I'd see here and there a sign the boys inclined to favor him: all up and down the line; no splurge, you know, but just the small good turn.

*Startles the
Uncivil by
Contrast*

One night my wife announced she knew why things fell Sawyer's way. She said: "That isn't pull, and 'tisn't tips." She said:

"This Mr. Sawyer wears his manners every day. He's never sore or grouchy. When there's something nice to say he says it, other times he shuts his lips."

It was such a silly notion that I answered, just for fun:

"Well, then, suppose I try your Sawyer plan! I'll wear my

tiptop manners all day long, for everyone. Then after, say, a fortnight, we can see if I've begun to blossom forth as fortune's darling son!"

*Stretches
Fortnight
Into Years
of Success*

So off I went next morning, and I kept it up all day, and every day that week, and next week too. No flowery talk, you understand, for I'm not built that way; just common, plain politeness, only no time out. And say! It's downright funny what the stuff will do! They haven't made me partner yet, nor knocked off half my rent, but just in smother days the fool thing's paid. The joke's on me, but try yourself, you'll find out what it's meant: that fortnight stretches out to years for all that I'll prevent. It's a queer old world, but seems that's how it's made.

CREATES A WORLD CITIZEN

BY CLARENCE J. SHEARN, JR.

PICTITUS relates how one, upon bearing clothes to a pirate who had been cast ashore and nearly killed by the severity of the weather, was reproached for doing good to a bad person. "I have paid this regard," said the benefactor, "not to the man, but to human nature." And thus it is, indeed, with the civil man, for he discharges a duty to that community of which he is a member. Gason says well, that "if a man be gracious and courteous to strangers, it shows he is a citizen of the world"; but if one be civil to his fellows, his manner bespeaks a goodness of nature and a nobility of vision which marks him apart from the man who is courteous by habit. The very parentage of the word "civility" indicates that the quality is one of a citizen. And in that a certain complaisance and civility of manner make for good order. He who practices these refinements aids in that government by which he is benefited.

*Discharges
Duty to the
Community*

That civility is unnecessary is the thought of an unreasoning person, for it makes for harmony in the family, order in the city, and peace among nations. Thus civility is worthy of maintaining, though the path be sometimes difficult to tread. Consider the civil man, and emulate him, for he is the reasonable man. He who is reasonable will remain civil and unruffled with the ill-tempered; for just as we do not become enraged at blind men, who cannot distinguish the light from the shadows, so we should not revile those who are mentally blind, and are unable to tell right from

*Eliminates
Snarls and
Ruffles of
Distemper*

wrong. And when a civil man is attacked by one of ill-will, he will remain polite, for it is the nature of a beast to bite back and snarl; by doing so a man relinquishes that quality which marks him as a being apart from the beasts: his mental restraint. And finally, if civility at times be difficult, the words of the philosopher should be borne in mind, who said: "Choose the best life; for custom will make it pleasant."

HEAVEN'S FIRST LAW

BY SAMUEL W. STRAUSS

CIVILITY—thy meanings well surmised—
An attribute of folks CIVILIZED!
Our aim should be to justify repute
That marks us off from prehistoric brute:
'Tis well to perch upon the highest plane,
To live in action and in speech urbane,
And though we sometimes make our path the scene
Of nice behavior which we do not mean,
By practice we may often thus enact
A virtue which we don't possess in fact!

*"Marks Us off
from Prehistoric
Brute"*

Where eager streams of human traffic meet,
At work or play, en route and in repose—
In shop and stall, on trolley, coach or street,
In short, wherever lordly Commerce goes—
The clash of crowds, with social fret and stress,
Proclaims the need for mutual gentleness.
Alas, that is the universal plan
The greater feeds upon the lesser man,
Engendering—through competition's strife—
The seeds of discontent in daily life!

Observe the planets and the peaceful stars,
How no disorder all their conduct mars.
Though speeding swift and violent through space
They fail in neither dignity nor grace.
And—minus every jar and contradiction—
Proceed serene, unvexed by horrid friction.
'Tis only man whose turbulence of soul
Obstructs the vast politeness of the whole,
Forgetting while the lamps of heaven shine
That Adam's image also was divine.

*Proclaims the
Need for
Universal
Plan*

*Sooths the
Vast Machinery
of Man*

"Order is heaven's first law," and man should seek
To ratify the same (not over-meek,
But most devout, his daily wits employ
To make his journey one of cheerful joy)—
So will he prove him worthy of that scheme
Wherein all sways to one concordant theme:
Where titan spheres and tiny atoms move
Less noisy quarrel and unruly shove.
For civil usage, since the world began,
Has soothed the vast machinery of man.

So whether enterprised in bloody joust,
Intent to lay your neighbor in the dust,
Or— meshed in traffic's ruthless marathon—
You resolutely hither press and yon—
Go, triumph, but bethink yourself the while
To pass the other fellow with a smile.
The knights of chivalry a long ago
Used gracious manners when they slew the foe;
Remember then to knife your enemy;
With every aspect of CIVILITY!

*"Marks
Winds of
Custom"*

Conclusion—look about you as you go
To mark the winds of custom, how they blow—
How everywhere the churl of low degree
Is branded by his lack of courtesy.
Take special pains to be considerate.
Let life be genial—graciously content,
Since only slaves and fools bid hurrinent;
LIVE AND LET LIVE—IN SWEET CIVILITY
A PEOPLE FINDS ITS ARISTOCRACY!

GIVES NEW VIEWPOINT ON LIFE

BY EDWIN RUTHVEN

(With Apologies to Don Marquis)

*Converts Even
Fothergill Finch*

ONE hears so much of civility lately. I wonder whether it will be a new cult and whether it will be worth while for our set to go in for it. Dad brought home a booklet to mother from the Fifth Avenue Coach Co. which goes into the civility idea at length and offers a prize for essays on the subject.

It seems to me it is a wrong idea. If these conductors and employes go in for it they will think they are as good as we of

the better classes and really it won't do at all. I am much perturbed about it and before going to bed tonight I will commune with my inner self and decide what my duty is in the way of stopping it.

Fothergill Finch and I always try to put such people in their places when we ride on a public conveyance. And really it is getting to be so exasperating how many of them lately do nothing but smile at us. Surely they should know by our curtness that we are of a superior class. Sometimes honestly it looks as though they were laughing at us. The insolence of it!

Dad and mother are so ordinary. They both are always going to a lot of trouble to do things for other people. Dad even says good morning to the ash man. And I was shocked one day to find him talking to the coach conductor about his children. so plebeian and coarse! What must they think of him! One night in a trolley car father could have had the seat next to me, but he actually took off his hat to a foreign woman and offered her his seat, and I had to sit there with her. I was so upset that I was too nervous to make my speech on "Society's Duty Toward the Lower Class" at our uplift meeting that evening. A little man stepped on dad's corn, too, in a street car and jostled him, and instead of speaking sharply to him, he smiled and said, "Perhaps I could give you a little more room, friend."

*Induces Dad to
Talk to Mere
Conductors!*

And mother is just as bad. She has a pleasant word for everyone, no matter who they are. All our neighbors run to her with their troubles and mother tries to help them. They both have hundreds of friends and everybody likes them. They lecture me sometimes because I keep away from our neighbors. Really one has to, you know. They are not in our set and one must uphold one's own class. How else would they know I am superior to them?

*Paves Way to
Even Talk to
Neighbors!*

The world is getting so degenerate our clique has decided. No reverence for us of the upper class. And they actually look straight at you and smile and ask for what they believe are their rights.

Every night before going to bed I ask myself:

"Have I elevated myself above the common people?

"Or have I failed?"

"PLEASE"—AN OLD BUT SELDOM USED WORD

BY J. C. LONG

*Transforms
Shag Face and
Hair Puller
Into Gentlemen*

FOR centuries the Stone Age Men's Club had been trying, unsuccessfully, to hold a meeting. Again and again Shag-Face, Bone-Crusher, Hair-Puller and other leading citizens would gather to discuss plans of protecting property, avoiding unnecessary neighborhood quarrels, and defending the dry land. Within five minutes the conversation would break up amid skull-smashing and bloodshed.

Every time this happened the monkeys would gibber with glee, and the dinosaurs would shake their huge sides with laughter at man putting on such airs and thinking he could get away from the law of individual greed.

One sunny day, however, the club made its tenth attempt at a conclave. The members sat on long piles of rocks. Eye-Scratcher presided.

"Move along, and make room," said Shag-Face to Bone-Crusher.

"You can't order me about," retorted Bone-Crusher in an ugly voice.

The monkeys gibbered. The dinosaurs shook with laughter. Eye-Scratcher sighed. This was always the way the meeting started, and the way it broke up. Was there any way of getting around these social difficulties?

"Move along," roared Shag-Face, then added with the air of discovering a new word, "Please."

"What does that mean?" the members cried in chorus. Shag-Face himself could not explain, but everyone felt relieved; and Bone-Crusher moved without making reply.

"Thank you," said Shag-Face with new inspiration; and the gathering hammered rock upon rock in thunderous applause.

*Inaugurates
New Era
Wherever
Adopted*

When the tumult had subsided, the club found that it had a newcomer in its midst, a figure clad in white, radiating a peaceful coolness.

"I am Civility," said the figure. "The two words Shag-Face discovered today will always summon me. I will bring you peace and happiness. When I am with you, the power and well-being of man shall increase without end."

The convention continued. It made agreements between families. It established mutual contracts with regard to the water supply, and the salt licks. Not wishing to strain the new-found power of cooperation too far at the first conclave, the club postponed the discussion of marriage until the following week.

Sunset came. The members started for their caves. All

reached the start of the narrow trail at the same moment. Who should go first? Hair bristled and eyes reddened.

"After you," said Eye-Scratcher to Hair-Puller.

Thus ended the first meeting of the Stone Age Men's Club, and thus began its limitless program.

NO ROYAL ROBES ABOUT CIVILITY

BY H. E. FRIEND

66 **Y**OU can't teach an old dog news tricks." All wrong. An old dog may be taught new tricks, if the teacher exercises the same patience that one gives to a puppy.

Civility is not inherited. It's passed along either by training, environment, or desire. Too much time is relegated to the other arts, professions and trades, and the fine accomplishment of the manner of doing things is neglected. Children in their elementary classes should be taught that the letters of their A B C's represent affection, benignity, and civility, instead of ass, beast and cat.

*Scatters
Prosperity
Along It's Path*

If civility carried with it a commercial compensation similar to that of the practice of law, or the conduct of a beef packing enterprise, the art would be followed by many applicants for scholarships. Trouble is, that no premiums are offered for fine feelings, and the average person merely does things in a sufficiently courteous manner to avoid adverse criticism, or a term in a penitentiary.

In hotels where the gratuities are the largest, one finds the more pronounced expression of civility. Waiters are compelled to carefully respond to guests. Their positions depend upon their attitudes, quite as much as upon the number of hours devoted to their work.

*Provides Novel
Basis for Civil
Service Ex-
amination*

Unfortunately, a similar condition is not evident in similar institutions dominated by municipal officials. No premiums are placed on courtesies, and the public is subjected to the individual characters of the men who serve them. All wrong. Civil service examinations should include a given number of points for proficiency in manners. The phrase "thank you" spoken by one who is served, is as important as the phrase "please" spoken by a servant. It is all reciprocal.

Smiles, attentions, considerations and observations for people who depend upon others' aid, should be subdivided and analyzed, and the importance of each subdivision should be pronounced with its respective value.

A fine example of systematic civility is conducted by the traffic department of the New York police department. Each officer carries a book of information denoting street numbers and public buildings. This rule has no part in the prevention of crime. It is in a sense not necessary, but it is most inspiring in its suggestion that civility may be systematized, and not relegated to the individual whim.

*Introduces
American
Gentleman
in Any
Uniform*

The American gentleman may be found in uniform serving the public as a guard in the subway; he may be observed even as a dancing attendant at a cabaret. That is the trouble. Too much dependency is placed on the individual, and until a regular training is applied, relief from barbarism cannot be expected.

Any one seeking the definition of a gentleman will do well to consult a modern dictionary, or observe the conduct of a Fifth Avenue Coach conductor.

MAKES STAR OF MERE ACTOR

BY CYRIL J. GODDARD

I AM an actor. My name is average man. I play a part in two great productions. In the first, called the "World," my role is insignificant. I am in one of the mob scenes. No one notices when I make my entrance, or what I do on the stage, or when I may make my exit. My part in the world is played in the Treatre of Oblivion.

*Plays
Leading
Role in
Life's Theatre*

But I play in another production. I am an important character in it; in fact, the most important character in it. The drama is called "Life," and I have been cast for a particular part by the Great Producer, because no one else can play the part as well as I can.

There are only two characters in this drama of "Life," one is my neighbor, and the other, of course, is myself. My neighbor assumes several different personalities in this play. At one time, my neighbor is my wife, at another time, my child; in a scene where I labor my neighbor stands beside my work-bench, he is my advisor and my guide; when I climb the heights of gladness, he goes with me, and when I stumble into the vale of misery, I am conscious of the solace of his company. He means everything to me, and without him, my part would be a failure.

*Doubles Up
With Charity
All Through
The Day*

My neighbor is human like myself. He has the same nature, the same feelings, the same craving for sympathy, the same smiles and tears, the same hopes and fears that I have. And that our aspirations may not bring us into conflict, our Great Producer has

written across the prompt-book of our drama the word "charity," to guide us and to make our relations cordial, and in a footnote of explanation is the sentence, "The one form of charity most frequently demanded in the daily scenes of 'Life' is 'Civility.'"

*Disarms
Contradictions
and Gets
Encore*

Civility is a public acknowledgment of the existence of some one else on earth except myself. It is a sign that I am not selfish and that I am not indifferent to the comfort of others. It reflects honor on the dearest woman of my life, my mother, for it is an evidence that I am well-bred. "It costs nothing and buys everything."

It makes my relations with my neighbor double pleasant when he responds to it, and if, perchance, he is perverse and contradicts me in word and deed, civility is the only weapon which will disarm his insolence. Although he may not respond to kindness or care to become acquainted with unselfishness, I shall, nevertheless, give him an example of it, since the best way to preach a virtue is to practice it under adverse circumstances.

COACH COMPANY—CIVILITY'S SCHOOL ON WHEELS

BY ELBERT ROBB ZARING

WHAT society in all its phases suffers most grievously from is friction. As long as an axle is greased, a joint oiled, a shaft lubricated, machinery is going to perform at its maximum with practically no hurt. Likewise, so long as that finest of lubricants, civility, is applied to human relations, there is going to result the maximum of accomplishment with the minimum of wear.

*Accomplishes
Most with
Least Effort*

Friction hurts. See that fellow pulling at his eyelash and lid and weeping tears of distress! An offer of assistance reveals the fact that a cinder has struck his naked-eye and refuses to be ousted. A mere point of contact, an infinitesimal surface of irritation; and the whole body is thrown in to distress. All sorts of devices are worked to remove the irritant, for no ease is assured until that little black speck is expelled from the system.

We have seen the same effect produced in a coachload of passengers by the entrance of a grouch or a boor. He is the cinder in the eye, the thorn in the flesh; and no place in the world is so liable to cinders or thorns as a public conveyance where folks—strangers mostly—are thrown into juxtaposition. On the other hand, such a circumstance offers the most splendid opportunity to display those qualities of fine gentlemanliness and womanliness so

*Admired by All
High Thinking
People*

admired by high-thinking people. One cannot possibly ride down Fifth Avenue in a fairly well-filled coach without a challenge, unconscious though it be, to play the gentleman or lady in some civil word, or act, or pleasant attitude.

Come to think of it, the campaign for civility inaugurated by the Fifth Avenue Coach Company is one of the most commendable undertakings that has come to our attention. It has its returns financially? Oh, yes, for courtesy is, as we remarked, like oil on the axle; but far above mere money returns is the tutoring of society in the gentle art of pleasant and courteous contact. The ethics of it bulks large.

Let a shop girl, a society woman, a clerk or banker alight from a bus feeling guilty of a positive incivility of speech or act, or let such be conscious of even a failure to perform the slightest act that presented itself, and see how it colors the whole day and withholds from such a relish all too rare. On the contrary, let him alight at his destination with the sound of a "thank you" ringing like tinkling bells within for some word, or gesture, or look, ever so slight but with kind intent, and the music of it will last the day out. Pay? Of course it pays, pays in the richest dividends on the market—a consciousness of having made your little coach-world a trifle brighter and happier.

The Fifth Avenue Coach Company has opened a School of Civility on wheels. A paid fare is a matriculation. Every matriculant should finally become a B.C.—Bachelor of Civility.

*Pays the
Richest
Dividends
in Life's
Market*



IN the following pages the reader will find excerpts from a number of other essays submitted in the contest, each one of which was worthy of publication in full, if space permitted.

These gems of thought on the subject of civility were culled from the mass so this work might be as near an anthology as possible.

CATERS TO EVERYONE'S COMFORT

BY FRANKLIN SNOW

IT IS the writer's belief that this paper should briefly suggest steps toward great successes in this line, rather than to review past performances.

We suggest:

To the drivers:

1. Take no chances on curves. A rider on the upper deck sometimes has the feeling the coach will tip over, the way some drivers take the curves.
2. Allow pedestrians—especially the old, infirm, and those with children, an absolute right-of-way whenever possible.
3. Drive somewhat slowly when passing points of interest, remembering that many passengers are strangers, "sight-seeing."

To the conductors:

1. Answer questions thoroughly, politely, and interestingly, recalling that everyone asks foolish questions in a strange city.
2. Assist the old, infirm, and those with children on and off coaches. Allow everyone ample time.
3. Remember that "A soft answer turneth away wrath," and that passengers will admire your civility more than your tongue, in replying to an ignorant or insulting person.

To the passengers (gentlemen and men):

1. Cease promiscuous flirting with women.
2. Offer to exchange seats to permit parties to remain together.
3. Keep your ashes from flying in the coach, if seated forward.

*Gives Age
the Right
of Way*

*Exchanges Seats
to Permit Friends
to Ride Together*

THOUGHTS ON CIVILITY

To the passengers (ladies and women):

1. Keep your children's feet off other people's clothing.
2. If you are stout, endeavor to make room for another on the seat.
3. Don't grumble if you dislike smoke. The smoker may ride five times to your once; or a coach ride may be his vacation, whereas yours is spent at the seashore.

To both:

*Smiles the
Miles Away*

1. Pay fare, if convenient, before ascending stairs. It saves conductor a trip "aloft."
2. Give those who have waited on a corner longer than you preference in taking the coach, also in upper deck seats.
3. Smile when you pay fare, or ask the conductor a question. He'll like it.

"THANK YOU."

.

COURTESY INVALUABLE ASSET TO CORPORATIONS

BY MRS. EDWARD W. STITT

"PLEASE step lively!" is the request of a polite conductor to have passengers board his coach quickly. How much more effective is this word "please" than that of the conductor who shouts "All aboard," with his finger on the bell! The passengers in their urgent haste often stumble on the steps of the coach, thus causing further delay and possible injury.

"Politeness pays," should be the slogan for all, especially public officials and employes of corporations. Not to have it, as Alexander Pope said, is to lack common sense, the greatest of business essentials. Dr. Weir Mitchell, the famous neurologist and author, considered that, after energy, Civility was the greatest requisite for success in life.

*Reaps
Harvest of
It's Own
Comfort*

Recently, a lady leaving a Fifth Avenue coach with a heavy suitcase, was greeted with, "Allow me to help you, madam." Assisting her to alight in safety, the conductor heard in reply, "I thank you very much." Thus was produced in each a reciprocal feeling of appreciation.

A polite conductor makes for a polite driver. The reverse is also true, for "like begets like." When all seats are occupied, the driver, by a gentle shake of his head, instead of a sneer of derision, might indicate that there are no vacant seats. A well-directed stop, to avoid muddy places, gratifies the passenger beyond words, who mentally, if not orally, commends the driver and the company for

such consideration. Corporations as well as all business concerns will do well to encourage courtesy among their employes as an invaluable asset.

Regular patrons of the line should acquaint themselves with the various route numbers, conspicuously displayed on the front of each coach to prevent wrong signalling, which places an extra burden on the driver, and causes unnecessary delay for other passengers.

*Lets the Public
Be Pleased*

Cards could be placed in a rack in the front of each coach, marked "Civility Department," for use by passengers who have witnessed any special act of courtesy or service rendered by the conductor or driver. The details briefly stated and a one-cent stamp affixed, the mailing of such card would be a slight and appreciative return for safe and courteous transportation.

"Let the public be pleased!" should be the established rule of business. This means, not only excellent equipment but dependable and efficient employes, who shall be polite in their treatment of customers or passengers. The result will be increased business, larger dividends for stockholders, and pleased patrons.

DAY BEGUN WITH SMILE REAPS REWARD

BY ROSE G. CONNETT

HERE follows a simple Outline of History of one day in my life wherein Civility played a part:

From peaceful slumbers I was called to earth by the loud buzzing of a bell. I answered it in a taciturn mood ready to growl out my disgust on Joe the iceman. His soft Italian voice came rising up the shaft: "You wanta da ice, lady?" Who could resist the pleading tone? I saw how foreign the ice job was to one used to warm Italian skies, so chasing the rudeness from my voice, I said: "Yes, please, Joe." "Thanks, lady, I have gooda luck today, you my firsta customer."

*Starts the Day
with a Blessing*

I stepped out doors with my heart aglow because I had started the day right for myself and another! When I approached the subway with its jostling crowds the joy faded from my heart. I heard the familiar refrain: "Step lively, watch your step." But just in time came the added "Please." This brought a smile to my lips and perhaps that was why a gentleman rose and offered me a seat. A few stations farther on a young woman entered with her arms filled with bundles. My journey was long, my seat precious, but I overcame my New York reserve and asked if I might hold

*Begets Gallantry
in Others*

some of her packages. Her gratitude was almost too much for so simple an act; without more ado she grasped the strap and all proceeded in greater comfort.

Next I took a crosstown trolley and was fortunate enough to get on the "Whistling Motorman's" car. Before I reached my destination I had been regaled with selections from "Aida" and "Faust" and as I was about to leave, the strains of "Mimi's Farewell" floated on the air. I said "Thank you for my musical ride." There was no time for a reply, but merely a grin of appreciation from a ruddy countenance.

*Lifts Feeble
Into Safety
Zones*

Now for the real test of civility! I entered my classroom to be greeted by a group of excited foreign parents anxious to settle ownership of mismated rubbers, and the cries of a four-year old who feared the mysteries of the kindergarten. A cheery "Good morning" restored silence and allowed me to right things.

After three it was necessary to shop. I had numerous parcels so I asked a salesgirl if she would mind tying all of them together. "I don't mind at all, it is no trouble," came the reply.

I bought my evening paper for my homeward trip on the coach. The Fifth Avenue crowd was too intriguing. I could not read. The coach stopped at a crossing—the conductor actually lifted a feeble old lady onto the sidewalk and to safety.

*Provides
a Key to a
Day's
Toleration*

After dinner a friend and I went to the movies. We were late and could not sit together. A lad seeing our disappointment offered to change seats so that we might be together for the evening.

Thus ended a happy day. The key to the day's pleasure was "toleration."

A GOSPEL OF HUMAN RELATIONS

BY DR. ELIZABETH M. CLARK

FIRST, I would suggest that such persuasiveness be brought to bear upon the Public Press as to induce it to run a short, daily article on the "new" teachings, on the editorial or other prominent page—something on the desirability of courtesy and kindness in our relations with the public and with each other. Our bright writers would, no doubt, be glad to contribute headings, titles, catch words and phrases, or even to write the articles.

*Broadcasts
Our Love of
Golden
Rule*

Second, follow up the idea in the "movies," with telling pictures and appropriate inserts, even using a one-reel story to bring home the lesson. A "movie" audience is quick to "catch on," especially the children.

Then, of course, this teaching, which is already in the Public Schools, should be stressed there, both in theory and practice, especially the latter.

Third, and in the trolley cars and other medium of transit, the lesson can be taught just as the "Safety First" lesson is taught at present by such slogans as will not only catch the eye but also remain in the memory.

When we come to the home, the place above all others where courtesy and kindness should be taught and observed, I fear we have to admit its deplorable lack.

*Keeps Home
Fires Aflame
With Love*

The home phase of the subject is too vast, has too many angles to be adequately considered here, but it cannot help but profit by such public propaganda as has been suggested.

Fourth, the church is another avenue for this teaching. Certainly it is taught there, but how much of the teaching falls on deaf ears. Why, if the "Golden Rule" were really the rule of daily conduct in our relations with the human family the Millennial dawn would be so near that we would no longer doubt the fulfillment of prophecy.

Let us say that incivility as we see it today, yes, and feel it, is the outcome of thoughtlessness and ignorance, of false standards, of an undue sense of the ego, of, perhaps, a readjustment of our ideals, we can only contend against it and bring about a wholesome change, by opposing it with that which is true, and right, and good.

*Sows the Seed
for World
Betterment*

Therefore, agitate, agitate; teach, teach; sew the seed, plant the fallow field; propagate.

This should be a national movement as it will be in time, and then a world movement. All these better things are coming, for God's plan means progress, and happy are we who have part in advancing it.

"A LITTLE MORE THAN I AM PAID FOR"

BY MIGNON QUAW

II AM in Business, which means I am a servant of THE PUBLIC.

If it were not for THE PUBLIC, I would be out of a job. THE PUBLIC may be timid, arrogant, thoughtless, rude, stupid and lazy, but I am not in business to reform them. I am here to take them as they are and serve them.

In spite of their faults, they are human and turn toward CIVILITY as a flower turns toward the sun.

*Gives Just a
Little More
Service
Than Expected*

Therefore, I seek to be as civil as possible to THE PUBLIC, for the more people I attract, the more secure my job.

CIVILITY is the lubricant that oils the wheels of human intercourse.

If I am sour, unsmiling and rude and let THE PUBLIC get on my nerves, nobody is injured but myself. This friction will either lose me my job or wear me out. Therefore I shall study THE PUBLIC as the biggest factor in my business.

*Injures Nobody
But Him Who
Ignores it*

Are they timid? I shall reassure them by being gentle and kind.

Are they sensitive? Never shall I humiliate them by word or deed.

Are they thoughtless? I shall do their thinking for them

Are they lazy? I shall make everything as easy as possible for them.

Are they gloomy? I shall have a smiling face and a cheerful word for everybody.

Are they selfish? I shall give just a little more service than I am paid for.

Are they ungrateful? I shall always acknowledge it with a "Thank You."

Such actions of mine will easily win the fine element of THE PUBLIC, which is by far the greater part.

I shall never regard THE PUBLIC as my enemies, for they are my friends.

THE WAY TO ROLL AWAY ANXIETY

BY FRANK DORRANCE HOPLEY

START out each morning with the resolve to accord to others that deference and respect, which you, yourself, expect.

*Thanks the
Servant
In the House*

If a man—Speak a pleasant word to the boy from whom you buy your paper; nod to the ticket chopper on the "L," to the coach conductor; smile, instead of scowl, when the elevator man takes you past your floor. If you get the wrong number on your phone, speak quietly to "Central" instead of abusing her. When your clerks make mistakes, do not speak harshly. They may have worries of their own which distract them. All through the day seek to have your conduct such, that the most irritable of people will have no occasion to complain.

If a woman—Make up your mind not to be exacting or unreasonable with your servants, though you think you know better than they. Be courteous to those you consider beneath you. A quiet "thank you" for a service rendered will go a long way toward allaying unnecessary friction. Among your associates show a

deference to their opinions, likes and dislikes even while your own may be entirely different.

Pour the oil of "civility" on the troubled waters of daily life and see how the waves of worry, anxiety and fretfulness will swiftly roll away.

THINK LESS OF RIGHT—MORE OF DUTIES

BY RAY H. EVERETT

THE true significance of civility is summed up briefly and practically in the admonition "Think less of your rights and more of your duties." Anyone who consistently makes a personal application of this rule will drift, unconsciously, into the habit of standing in the other fellow's shoes when a problem arises in which the personal equation figures. Following the Golden Rule is a difficult matter at best but it may be made far easier by adopting this impersonal attitude.

*Teaches
Consideration
of Other
Than Self*

ASSET THAT NEVER GOES INTO BANKRUPTCY

BY J. L. WOODLAND

THE greatest need of society today is teachers who have the ability to educate the public to a realization that civility pays dividends. It is difficult to get people to practice civility just for the sake of being civil.

*Insures a
Longer
and More
Useful Life*

It is an asset that never goes into bankruptcy. It brings increased value in rendering service. It promotes happiness; gives a wholesome disposition and insures a longer and more useful life.

Civility should be kept before the public through newspaper publicity and talks to clubs and schools. It will have a marked effect upon the relations of those who serve and the recipients of service.

EVERYONE SHOULD SOW SEEDS EVERYWHERE

BY EVELYN REID JENKINS

SEEDS of civility could be sown by everyone everywhere, for there isn't a person, from the loftiest to the lowest station, totally free from discourtesy nor a place. Of course, it would be a task to get the national hand scattering this brave seed, but I do not think it would require anything like the genius of a Hoover to effect the necessary campaign. I believe an everyday executive could successfully assume the directorship of this odd grange movement and that a circularizing of the various pulpits and periodicals of the land in the interests of this glorious step would practically accomplish the publicity to inspire this gigantic, happy planting.

*Requires
No Genius
to Promote it*

TEACHES LOVE OF ONE ANOTHER

BY MISS ELLERY LIVINGSTON ALLEN

*Implants a
Love for
the Truth*

THIS is a vastly important problem with which we must deal in a big way. Think what it would mean to the future of America if all her men and women from birth could have implanted in their souls an admiration for the beautiful, a respect for the truth, and a love of each other—summarized in that one word—"CIVILITY."

NUGGETS OF PUREST GOLD

BY MRS. CURTIS C. GROVE

HUMOR, wisdom and understanding might be called the civilities of the mind; courtesy, kindliness and sympathy, the civilities of the heart; and faith, forgiveness and love, the civilities of the soul. These are nuggets of purest gold for which we should look first in the pack of our day's discoveries when we are casting up our nightly balance, and we shall acquire them only in the same proportion in which we have bestowed them all through the day upon those who have worked and struggled with us.

CONSIDERATION BEGETS CONSIDERATION

BY J. E. MASSEY

*Electrifies
and Controls
the Crowd*

THE greatest chance to reach the millions and make them feel this need of a stronger and more wholesome brotherhood between themselves, is when they are thrown together at the mercy of public service. Here the germ of either courtesy or ill will has greater possibilities, where the passion or ecstasy of the moment electrifies and controls the crowd. Passenger meets passenger, stranger meets stranger, employed meets unemployed, and everybody is looking to the "one in charge." Such happens not only on the coach, but on the subway, on the "L," in the theatre, and in and out of doors, everywhere people commute, or recreate. Here, where a kind act is least expected, it multiplies greatest. The rescued hat or glove, and the pleasant smile is not so easily forgotten. Thoughts of civility take root and here reach the greatest numbers.

LIKE ADVERTISING, IT PAYS

BY F. W. OVERHISER

THE value of civility may be further illustrated by the havoc resulting from its lack. When the man with the truck yells "Heads Up!" travelers waiting for the "Limited" step aside, and he gets where he wants to go, but if I can read faces a little bit, such discourtesy puts an awful discount on high-priced advertising of "The Train De Luxe."

SHOULD BE NATIONAL BY-WORD

BY CHARLES E. BRUCE

THE coach ride of New York City is fast becoming a nationally known and highly appreciated institution. The civility campaign should do much to increase its popularity. The tourist returns to his home with the memory of courteous treatment and an interesting and enjoyable ride, and passes the word along that it is the biggest ten cents' worth that can be had; nor does he exaggerate it. Thousands are daily gaining that impression.

Aside from the church, there is no organization in the country in a better position to spread the gospel of civility, the gospel of the Golden Rule, than the Fifth Avenue Coach Company and its employes.

*Levels Egotist
and Exalts Man
of Few Words*

The employes deserve the greater measure of credit for kindness and forbearance by reason of the fact that they are outnumbered thousands to one by the patrons.

There is in human nature an innate vein of false pride and vanity which fosters the feeling that one may be looked upon as a coward who returns a kind word for a harsh one, or who meets vituperation with silent dignity. It takes more than one person to make a quarrel, and the one who holds his tongue under provocation does one of the highest things that a human being is capable of doing, and the public mind should be educated to so regard it. Once the egotist realizes that he is the coward and that his hasty words put him in the light of an ill-bred person by every on-looker, he will disappear from the limelight.

The "Safety First" campaign has had a great success, and it has been kept constantly before the eyes of the public until it has actually become a national by-word. Why not by the same system educate the public to regard angry words as a mark of distinctly ill-breeding, whether with or without provocation.

LIFE'S FINEST LUBRICANT

BY JOSEPH CONNIFF

THERE is great thought given to making correct lubricant. Large sums of money are spent on developing this means of reducing friction.

And yet the human being, who is one of the most marvelous pieces of mechanism conceived, is allowed to expend a large portion of his energy in friction with his fellow-men because enough attention has not been given to developing the Lubricant of Life.

*Preserves
Energies
Wasted
By Friction*

POLITENESS AT ALL TIMES, ITS AIM

BY FRANK FREY

CIVILIZATION is supposed to progress when production surpasses consumption, and thereby creates an intellectual class which specializes in science and the arts.

At no time in history has there been more persons with leisure than now. Everybody gets his quota of education, and the intellectual class is almost as large as the group that thrives by physical labor alone. And yet we do not seem to be developing those amenities which help to remove the friction so evident in cruder modes of life.

*Rounds Out
a Compelle
Course
of Studies*

We might, of course, force the issue. But if people will be polite only under pressure our future is hopeless. Perhaps we can do it by education. Why not cut out carpentry in the public schools (a Teutonic idea, anyway) and give instead a course in manners?

IMPORTANT FACTOR IN RECONSTRUCTION

BY JAMES H. LEZOTTE

SINCE the closing of the war the nations of the world have been striving to solve the greatest reconstruction problem in all history. The leading figures of the great powers have been offering solutions of one kind and another, but today the conditions in most countries are little better than they were three years ago. Still we are now nearer the solution than we have ever been before.

*Brings Nearer
Solution
of World's
Problems*

I do not claim that Civility is the Golden Rule which will forever be the panacea of the world's troubles. But I do claim that it is an important factor in bringing people back to normal living and thereby aiding the reconstruction problem.

SERVICE WITH THE SMILE WINS

BY ROSWELL S. BRITTON

IN THIS day of keen competition, between companies that serve the public, it is the company that gives its service with a smile that wins out in the end. Service with a smile is service that is rendered willingly and courteously. It is service that not only supplies what the patron wants, but supplies it in a manner that implies a genuine desire to serve, a willingness to accommodate, and a wish to repeat the service.

*Supplies a
Service the Public
Eagerly Seeks*

COMMUNITY SPIRIT ITS CRADLE

BY HUGH WILGUS RAMSAUR

FIRST, let us strike decisively at the fundamental cause for incivility—ill health.

Assuming that the health move is under way, our next step is to provide for people of all classes to enjoy community entertainment, create community atmosphere, absorb community spirit. Wake up our churches! Make them realize that the people demand community service from them; that, in order to promote practical Christianity (civility), we must broaden our circle and feel common civic interest. Do not mistake this community plan for an irrational theory for welding all types of persons into one mass, obliterating individualism. On the contrary, it would properly establish individual groups, emphasize their relative values, and preserve their identity in a joyous, harmonious, civil way. Here is the working plan in brief: Three nights a week in all churches, schools, public buildings, civic meetings are held to which all are invited to contribute ideas on public questions; debates are held; instructive movies shown; art and literary clubs formed; in short, community enterprises of every nature stimulated.

*Welds
All Types
Into Happy
Community*

To successfully launch the campaign, "strike from the top down." Enlist first to the cause our executives, leaders, big employers, and their influence will prove highly effective in transmitting the idea down the lines.

IT'S THE LITTLE THINGS THAT COUNT

BY JOHN E. MAY

YEARS ago civility was a custom; today it is a rarity. To bring back an old custom to people who have outgrown and forgotten its usage, is very difficult and requires advertising with method. Certain things can be said which to many would be worthless. How often do we see repulsive signs as "No trespassing." How much more powerful and courteous is the simple word "Please." It is far more important to put Civility in advertising than it is to advertise for civility. That is what I mean by method. We Americans do not readily obey the word "Don't." We do, however, consent to be driven, provided tact and diplomacy do the driving.

*Brings Back
Old Customs
Out of
General Use*

It is merely a question of whether New York is too big or the people too busy, but regardless of our size and of our population's mad race, let us all

*Issues
Commandments
of Conduct*

1. Wear a smile.
2. Get acquainted.
3. Be broad.
4. Live and let live.
5. Rub elbows with both the fortunate and unfortunate.
6. Be honest with each other.
7. Treat women with greater respect.
8. Like our boss, and make him like us.
9. Be respectful to those who command respect.
10. Get together, and bring back New York to a city of kindness by boosting, and helping the campaign for Civility.

ASSOCIATES FACTORS IN PROMOTION

BY DINKIE GUY FRAZIER

ACCORDING to the best authorities on Civility, one's associates are the greatest factors in promoting it. If the people of one's daily company, contact or surroundings are of a high and pleasing type, that person himself will develop much the same behavior.

HEART THE WAY TO MAN'S PURSE

BY MISS JEAN BOSLER CHAMBERLAIN

*Heralds Day
of Universal
Business
Practice*

SPEED, efficiency and infallible technique have been heralded as the requisites of business success, and the advertisement has attracted the eye and ear of the public, and elicited admiration. But the cold mechanics of business are wearying and the public wants something more—it asks Civility. In our headlong rush for success, we are neglecting the nice courtesies of life, and, in so doing, are defeating our own end, for we have pocketed the golden key to achievement.

Civility may come high these days, but when found we cheerfully pay the price. That "the way to a man's pocketbook is through his heart" is equally applicable to the public. Be Civil, be courteous, be sympathetic and affable in your business dealing and your profit column will register the benefits. Be a "starter"—your courtesy will arouse that courtesy which is latent in others, and this everwidening circle will make your sphere a more profitable, as well as happier place in which to live.

LEAVES AN INDELIBLE IMPRESSION

BY ABRAHAM DEUTSCH

IT'S THE little things that make you feel good, and they count for a whole lot. There's a newsdealer who makes me go a block out of my way each night because she always has a cheery "Good evening, sir," for me, and doesn't charge for it either. My waiter knows that I enjoy my meal more if he does not hurry me with my orders. He earns his tip because he tries to please me without being too anxious to serve it. When an office boy receives me with a little courtesy, I feel good because I know I am going to meet an executive who is a gentleman. A "Thank you" from the clerk in the store when I pay for my purchases makes me remember that store when I have to shop again.

*Produces Orders
By Merely
Practicing
"Thank You"*

NOTHING LEFT IF SELF RESPECT GOES

BY L. E. EVERETT

THE small Civilities of life take care of themselves if we provide the fuel. Mere Civility is a little thing, but its total is an immeasurable good. To the tired, the discouraged, the self-distrustful, the courtesy of a fellow-being may furnish the fire that warms a freezing soul back to life and courage.

*Furnishes the
Fire that
Warms a
Freezing Soul*

"It seems to me you took particular pains to treat that fellow with respect," said an employer to another member of the firm, referring to a man who was being given a second chance. And the partner who seldom explained himself was driven to reply, "I did, for if he loses his self-respect, he has nothing left."

The Civility of those above him in business has saved many a man in the work-a-day world.

A DEEP WILL OF KINDNESS

BY FREDERIC LUDLOW LUQUEER

GENTLE speech and manners in the court, is courtesy; in the city, Civility. Civility is urbanity in work-a-day clothes, in occupational contacts. It springs from a happy blend of self-esteem and of reverence for others. From it is born serenity, kindness, a sense of civic and human unity.

Without Civility—heartfelt, voice-expressed, action-causing—without Civility, the city is like the avenue with its bare flagstaves jutting out from the thousand building-fronts along the way. They suggest spears, javelins, sharp jab and retort. But with the sun of courtesy, it is as if the life and death embracing flags were waving their song.

*Waves a
Flag Which All
Men Respect*

WELFARE OF PUBLIC NOW ESSENTIAL

BY SMITH E. ALLISON

*Strikes at
the Roots of
Present Day
Disorders*

CIVILITY—what is there that costs so little and is worth more? What elevates a human so much and so fast? The most humble of us can, with much pleasure and almost instantaneously, place himself head and shoulders above those who do not practice it, and do we want to place ourselves on a level with those who do not? Did any person ever feel good after being uncivil? Did any person ever feel bad after being civil?

The question has been asked: "What do you think of a city-wide Civility campaign?" What better one could be suggested? It is striking at the roots of most of the evils and disorders of our modern civilization. The present sources of cooperation are all good, but why don't the press, the strongest of them all, do it without being urged, and make good on their much flaunted "welfare of the public" slogan?

INCIVILITY NOT LESS THAN DISGRACE

BY HELGA R. MORTENSON

THERE is but one thing that can increase Civility among adults—public opinion. Every conductor should be required to report in detail to the company every case of incivility on the part of passengers, and the company should see that these reports are published in the press in a conspicuous column. Passengers should be urged and requested to report in detail to the company every case of incivility on the part of conductors. Papers and addressed envelopes in each car would facilitate this. If a conductor is found guilty a number of times, he should be dismissed. Thus people might be made to realize that incivility is a disgrace and Civility a vital need in our every-day life.

SAY "YES, SIR" AND "YES, MA'AM"

BY ETHEL YOUNG

*Gives Home
a Meaning
to Humblest
of Workers*

CIVILITY should begin in the home in infancy. A child can be taught Civility as soon as it can walk and talk. To walk around people, not over their feet; around toys, not over them. It is a very easy thing for a child to say "please" and "thank you," and "yes, sir," or "no ma'am."

It should be taught Civility, not only to parents, relatives, and guests, but also to servants. It should know that few servants are servants from perference, but from unfortunate financial circumstances, and their work is as honorable and necessary as the merchants from whom its clothing is purchased, or the doctor, who attends it in sickness.

RESPECT FOR OTHERS ITS KEYNOTE

BY MISS BELLE C. HOWARD

BEGIN with the child.

Let the slogan of the home be 'Honor thy father and thy mother.'

The slogan of the school, "Respect for authority."

The slogan of all places, "Respect for the right of others."

The three slogans properly impressed are my cures for the lack of Civility.

*Honors
Him Who
Practices It*

SETS EXAMPLE FOR CHILDREN

BY GEORGE J. JERVIS

TO the child of today, the average "grown-up" person is no longer a being hedged about with wisdom and virtue. The "movies" have dissipated this idea long ago. Its parents alone, by their behavior and training, can set them an example of who and what to respect.

*Teaches Alien
Our Freedom is
Not License*

In the schools, too much attention is often given to inculcating the creed that "all men were created free and equal"—and not enough stress laid upon the fact that after this excellent start, it is up to each individual to make themselves respected or otherwise. Respect for the constitution is an excellent thing. Respect for one's elders and for the rights of others is an equally important adjunct.

With the foreign population, a large number seem continually mistaking "freedom" for "license," which is a totally different matter, apparently confounding "Civility" with "servility." The latter they have renounced with the land of their birth and in this, the country of their new found freedom, a rude and insolent manner too often takes its place.

And what of the average citizen? May it not be possible that due to continued and increasing restriction of his rights as an individual, he is losing or has already lost, all respect for the makers and enforcers of laws which he considers unjust if not even unconstitutional?

*Abolishes
Selfishness*

For our country's sake today and for all time, let us have done with the boorishness and selfishness. As long as this old world is peopled with human beings, there will always be the separate walks of life in which one commands and the other serves. But commands can be given with Civility and obeyed in the same spirit.

MOST COURTEOUS THE MOST INFUENTIAL

BY H. M. PURRINGTON

*Adds Force
and Beauty to
Idlest Word*

IT takes the gravel out of the shoe—the mote out of the eye—the thorn out of the flesh.

No glance too casual—no word too trifling—no act too small but that civility can add force and beauty.

The most courteous are the most influential.

Civility is an aura of brightness to the youthful and a crown of beauty to the aged.

MAKES MEN EQUAL REGARDLESS OF WEALTH

BY H. B. BLAUVELT

*Builds up
Race of
Square-jawed
Americans*

WE, America, have during the past hundred years or more been putting a new conception of government to a pragmatic test. Despite the clamorous disapprovals of mother country and fatherland, despite the asperities of this raw and forbidding continent, obstacles of man and nature thrown athwart our uncertain way, the United States have clung, sometimes desperately, to the ideal of democracy. Because our people have had to fight so hard practically to achieve the realization of this end, conquering enemies both political and foreign, as well as the new land, a hardy race of bold men has sprung up. They will look you between the eyes without a quiver and square their jaw straight to yours like one who is not afraid. Such is the spirit of America. We want to meet one another, regardless of wealth or station, as equals, man to man.

*Says "Sir"
Without it
Smacking of
Servility*

Is it then to wonder that there is a jealous suspicion among us of anything which would seem to rebuild the olden barriers of class between us. We have striven so long to wipe out the old relations of "master and man-servant" between men (slavery was drowned in a river of blood) that we abhor any action or word which seems to indicate that we are no better than the next man. That was why it was so hard to get us to say "sir" in the army. It smacks of the servant addressing his master. That is the reason for the wide-spread suspicion of "Civility"—it is too often confused with "servility."

But "Civility" is not "servility." It is the manner and speech of equals. It is the respect one pays to old age, the deference one has for him who has done a great task well, the magnanimity one shows an enemy, the chivalry one proffers a woman.

SINGLES OUT THE UNTHINKING MINORITY

BY PATRICK LEYDEN

A GREAT many of the traveling public nowadays look on the public servant, particularly the man in uniform, as some kind of a low-bred, uneducated individual, a target for their peevishness. Fortunately, they are in the minority. If we could only get this class of the public to do a little thinking, to realize that the public servant is a human being with thoughts and feelings and a duty to perform, we would move a whole lot towards Civility.

My suggestion would be a city-wide campaign, to begin in the school-room. Teach the children to respect their parents and be civil toward each other. All transportation companies, chain stores, department stores and all public bodies to form Civility clubs, to be made up of officials and employees.

My reasons for suggesting Civility clubs, are, first of all, as a means of bringing employer and employe to closer relationship; have them talk matters over pertaining to Civility and the business in general, at closer range.

Second, to devise ways and means to enlighten the public on how to practice Civility. "The life blood of a business flows through the veins of its salesmen."

I would favor a Civility Week, or perhaps a Civility Month; have banners displayed on principal thoroughfares bearing Civility advertisements similar to those used at election time.

*Compels
Unthinking
People to
Respect Publ
Servant*

WELL WORTH CAMPAIGNING FOR

BY MRS. H. G. CHATAIN

WE must first realize that the perfect outward expression of Civility can come only from inward changes of thought. There must be more tolerance of others and a greater ability to get another's point of view; less regard for our own rights and more regard for the rights of others. We must feel some responsibility towards our fellow-men and some respect towards those in authority. We must learn that one can have self-respect without self-satisfaction and self-reliance without self-sufficiency.

These thoughts can be cultivated in the public mind. Placards in the past have exhorted us not to smoke, or not to spit. Why not exhort us to be Civil? Our thoroughfares have seen parades to further various causes. Why not one to advance Civility? We have campaigns for better babies and better roads. Why not for better manners?

*Placards
Self-Reliance
in Place of
Self-Sufficiency*

HALTS SELF-INDULGENCE AND HYSTERIA

BY MISS LAURA GREENE NOYES

CIVILITY is just another way of saying that our high standard of self-respect will not allow us to fall to the level of those who inflict upon others the ill temper or annoyance which comes in daily life.

*Increases
Actual Working
Power of the
World*

We Americans have gradually, perhaps unconsciously, shifted to the law-makers and the law-enforcers control of much that should rest with the individual. We ask the law to settle our domestic problems, to control the behavior of our children, or to do almost anything which we are unwilling to make the effort to do ourselves. Apparently we do not realize that this may lead to a form of Sovietism, and sinking of our individuality. An enthusiastic awakening of the instincts of Civility may show us the power of each person's part in the world work.

Everyone knows that you, I, or anyone, will do a thousand times more for people whom we like, and who have treated us with pleasant courtesy, than for disagreeable persons. A general atmosphere of Civility will in this way increase the actual working power of the world and show results which we do not now realize.

Medical science has shown us that Civility, courtesy and cheerful smiles mean better health, and the modern decline of Civility has left us in an age of self-indulgence and hysteria.

People who promote the increase of Civility and smiles should be ranked among the world's benefactors; for they are giving us indirectly self-respect, health, and more than all, the benefit of pleasant contact with others in daily life.

SURE SIGN OF GOOD FELLOWSHIP

BY REUBEN E. FIELDER

*Puts Stamp
of Approval
on One's
Friends*

WHAT a relief—a campaign that does not prohibit! Practicing a democratic spirit calls for Civility in our demands for service and courtesy in rendering such service. These are the seeds of good sportsmanship or common decency, especially when practiced among strangers, though not the conventional etiquette which puts the stamp of approval of one's friends upon one. Most of us are polite when it meets with the approval of our friends. Public Civility which gains recognition only from strangers is a less individual matter since most people who would hesitate to be uncivil before those who know them, think nothing of being downright rude in public.

More power to the Civility Campaign! May it teach those who are rude in public but when in their homes adhere to the strictly conventional etiquette, to be good fellows and mix well both forms of Civility,

BIG CITIES NEED CIVILITY MOST

BY CAROL H. CHAPMAN

⁶CIVILITY" is a nice word for a slogan—a good, sturdy, crisp-sounding word lacking that suggestion of frills and leisure that tinges our notions of "courtesy." Primarily the word conveys the idea of citizenship and its duties but its present scope includes courtesy, politeness and good breeding. Modern life needs Civility's saving grace; big cities need it most of all.

Honest Civility invariably gets results because it is the human touch, the "this means you" element needed to neutralize the cold, dry urge of industry. Film syndicates and magazine editors recognize the drawing value of simple human nature themes. The great American advertising system points its pictured finger at YOU, personally. With similar directness, Civility touches the mass through the individual. The salesman who considers our means, the patient conductor, the traveler who does not blame the motorman for the exigencies of traffic, all become human beings like ourselves with a bit of soul to soul consideration that unflinchingly "gets across."

*Conveys Idea
of the Duties
of True
Citizenship*

BASED ON SELF CONTROL

BY S. W. MARVIN

IN domestic life, public life, in the relations of employer and employe, Civility removes obstacles to progress, and supplies the necessary lubricant to prevent friction and increase energy.

How, then, can we acquire this valuable asset, this essential power for good?

First. By habitual self-control.—Many harsh words, many rude acts, are the result of a hasty temper or selfishness.

The old proverb, "A soft answer turneth away wrath," does not imply a false humility or a service manner.

To hold fast, and smile and give a quiet word instead of a "grievous" word has many times disarmed an opponent whose weapons were abuse or haughtiness.

*Appears at
Its Best
Among Public
Servants*

Second. By putting yourself in the other man's place.—You may have an easy road, a good digestion, loving home companions, agreeable business associates. The public service is recruited largely from the ranks of men who do not enjoy all these advantages; their daily duties are strenuous—wearing on body and mind. Yet there has appeared of late years among the transit employes, policemen, firemen, and even street sweepers, an ever increasing degree of Civility which is most inspiring.

Let this difficult achievement receive recognition, not the casual recognition of a slap on the back and a cigar now and then, but the real recognition of "doing likewise."

BOOR, SELF-CONFESSED, A FAILURE

BY MISS OLIVE STEVENSON

*Exhibits
Qualities
of Great Man
by Constant
Observance*

THE broadest, firmest foundation for Civility or courtesy is character. The most practical reason—why for constant acts of courtesy is found in the duty one owes one's self—which is at the same time the greatest service one can render those whom one loves and the greatest service one can render the world—and that is, the building up of splendid character.

So it is that we see that the really great man who has accomplished things and won the honor of all is the one who is the most courteous, the most thoughtful as to the little niceties of conduct, the most considerate of others. The same qualities that make him a great man in other respects make him a courteous one and so round out his character.

For the same reason the boor stands self-confessed a failure as a man. Quite evidently he lacks the qualities necessary to greatness. The man full of self-importance advertises the fact that no one but himself considers him important. The exacting, complaining man advertises the fact that people do not respect, or care enough for him to yield him unexact service.

CITY WIDE CAMPAIGN A VITAL NEED

BY STANLEY W. AYRES

*Clearly
Character
of Person
Indicates*

NO ONE lives to himself; Civility, or the lack of it, is the adjustment which each one makes to this inescapable circumstance. Behavior is compulsory, and it may be one of decency and consideration for others, or it can be utterly selfish and disagreeable. Which ever direction it takes, and mode of expression, it is the clear indication of the character of the person exhibiting it.

Perhaps the standard of service set up by organizations of public utility is as pervading an influence in the daily life of the people as can be mentioned, with their demand that all employees shall be at all times polite and considerate.

This city-wide Civility campaign must be waged; by the organizations already at work, with a new consecration to the pressing need; by the individual who every day, at every turn, and in all circumstances, has opportunity pressed upon him; by all for the sake of the present so far as that can be accomplished, but for the children who are to make the city of tomorrow, and must carry forward the city, the state and the nation, and in whose hands will lie its honor and safety.

HANDMAIDEN OF NATURALNESS

BY F. GRINNAN

WHY is it that Civility flourishes of its own accord in Europe, while in America, and particularly in supposedly civilized New York, it has to be prompted by deliberate Civility campaigns? Surely courtesy should be innate and spontaneous—almost unconscious—here as it seems to be abroad, and if it is not there must be something radically wrong either with ourselves or with the way we live.

The trouble lies essentially, I believe, in the terrific pace at which we live. In the hurry to make money or find amusement, time is everything, and time-saving devices of the utmost value. The means is everywhere subordinated to the end, even when the means is a human soul and the end merely the acquisition of some material possession or the indulgence in some hackneyed form of amusement. Those who serve the public and those who are served are time-saving devices, machines, cogs in the system of attaining our ends, whatever those ends may be.

*Flourishes Most
in Land of Ready
Smile and
Helping Hand*

The recent attention called by the coach company to the children of the coach men was an excellent step in the right direction, for it did more than anything else could have done to stress the human factor in public service. In any Civility campaign isn't this the idea to play up? Minimize the idea of mechanical, stereotyped contact in our public life, and present those who serve and those who are served to each other as individuals, human beings, and the natural contagion of a ready smile or a helping hand may be depended upon to do the rest.

COURTESY IS INNATE AND EVIDENT

BY ELEANOR FITTS

AT heart we are not a bad-mannered people; at heart our men are chivalrous, our women sympathetic and tender. In a crisis we are never lacking in those finer elements that go to make life what it should be. But once the crisis is over, we are back at it—the old fear of being natural, of what people will say. It is only in lands where naturalness abounds, where people are not concerned with what the next person may think, that Civility flourishes.

*Evokes What
is Natural and
Brave in Men*

Isn't it ridiculous that we, who are known as the bravest of the brave, should be anything but natural, should ever for a minute have a thought for what anyone else will say? Why not stop it now? Why not make this a real democracy? It can be done and another Civility campaign will never be necessary.

SPREADS SUNSHINE ALONG ITS WAY

BY GEORGE GORDON

ALADY passenger seated inside a coach was seized with a sudden desire to post a letter at the sight of a box as the coach drew up at a Fifth Avenue corner to give crosstown traffic the right of way. The temptation was great and the lady excitedly asked if the conductor would wait while she disposed of her letter. He smiled broadly, said, "Give it to me," deposited the letter and returned to the coach. The lady was effusive in her gratitude, the joy registered on the face of the conductor unmistakable, and every passenger in the car gave evidence in one way or another of having experienced a thrill of pleasure at this simple act.

*Starts
an Account
in Bank
of Good Deeds*

If you would have your face glow as did the face of that conductor, if you would sense the joy of continuous harmony in your relations with your fellowman as does he, start an account in the Bank of Civility now. Watch the small leaks; obey your finer and more charitable impulses each and every time. Get a taste of perfection and know the reward. Invest in the bonds of human fellowship and collect your dividends. Try it and see if it is not worth while.

BASED ON DIVINE COMMAND

BY HOWARD B. STEVENS

AFTER all, this noble idea is only putting into practice the divine command "Live and Let Live." Nothing but good results can possibly follow. You industrial engineers and scientists, this is a plea to you to cultivate the commendable attribute of Civility, which, as Webster puts it, is "decorum of behavior in the treatment of others, with attention to their wants and desires." Your industry is bound to be benefited, your conscience will be clearer and you will be giving this old world of ours a real boost up the hill of progress.

RESOLVE: I WILL SPREAD CIVILITY

BY ROBERT STEWART SUTLIFFE

*Spreads
Notice that
Gentleman is
Not a Theory*

LET'S form the S. P. C.—Society for the Propagation of Civility. Membership is open to all. The only requirement for eligibility is to resolve with one's self to spread Civility and courtesy to all with whom we come in contact, by our own example. Let's issue to ourselves a certificate of membership having inscribed upon it the following:

"To err is human, to forgive divine."

"A gentleman is a condition, not a theory,"

SHALL THE HUMBLE MONOPOLIZE CIVILITY?

BY HARRIET CLAY PENMAN

IS IT not just about time that the preaching to the army of employes that serve in one or another capacity, were made a double barrelled affair to act on the manners of the public? Why should the clerks, the telephone girls, the elevator operators, the motorcoach drivers, the office help and the Hod Carriers Union have a monopoly of the good manners in America, where they say our evidences of breeding are often frayed at the edges? Let us all take a turn at "please" and "I thank you!"

*Boosts
Industry up
the Hill of
Progress*

"TO GIVE AND TAKE FOR KINDNESS SAKE"

BY JOHN MARTIN

My kindly acts and words to you;
Your kindly thoughtfulness of me;
To give and take for kindness sake
This is CIVILITY.

A WORD FULL OF MEANING

BY A. H. SUTPHIN

Civility! What's in a word? Much, indeed, in this word Civility. Good cheer is found therein; helpfulness, happiness, friendship, character, profit, all these are bound up in Civility and are set free by him who is civil, for his own benefit and that of others. Civility is simply being kindly disposed to all, offering kindly helpfulness, speaking courteous words, and avoiding all that is surly or rude or unkind.

LET ALL JOIN FOR BIG DRIVE

BY HELEN EGAN

Give to the public school teacher more power in dealing with wayward pupils. The attention of parents and teachers must be directed to this menace, otherwise a campaign such as is on, and no matter how successful, is after all only a tonic to the grown-up plants which have already a settled position.

*Gives Teacher
More Power
in Handling
Children*

I would strongly recommend a meeting of heads of all organizations, professions, churches, the press, etc., to urge and formulate plans directed towards this end. Without cooperation little can be accomplished.

THREE KEYS TO THE HEART

BY DR. A. MANN

To directly bring home to an individual a moral precept, it must be draped and trimmed in such a way that the point of view must be deductive. In other words criticism is not hailed with delight by anyone; therefore, reasoning by way of the Ten Commandments is not likely to be received with outstretched arms.

The key to a child's heart is through its imagination.

To youth—the theatre.

To adults—experience.

A WAY TO WORLD'S KINSHIP!

BY MRS. HENRY ABRAHAMSON

"Civility, my son," I said,

"Is pride in self within—

It limits neither rich nor poor

And makes the whole world kin.

"There is no limit to its charm,

Wrath flees before its sway;

Its wisdom, gentle in the strong,

Helps weakness on the way."

*It's Worth
Its Weight
in Gold
to Read
This Volume
Through Again!*



Values of Civility as Expressed by Leaders in Various Fields

WHEN the Fifth Avenue Coach Company published its pamphlet on "Civility" the object primarily was to arouse interest in the essay contest so the widest field of thought on the subject might be obtained. This booklet is the result. We venture the opinion that it will take its place beside other volumes on the family book shelf.

Distribution of "Civility" led to other and more far-reaching results. School teachers and the heads of large educational institutions wrote for additional copies to distribute among their pupils and to institute Civility campaigns in the schools.

Directors and general managers of some of the largest industrial institutions in the country commended the movement and sought information to inaugurate similar campaigns among their employes.

Our patrons' views were sought on a city-wide campaign on Civility. Some of the essays answered the inquiry. The real answer, however, must be *action*.

Where will the movement begin? Who will father it and when will it be begun?

The Fifth Avenue Coach Company is prepared to lend its cooperation to such a movement.

Attitude toward the traveling public is one of the points which this Company stresses in employing and training men for work on the cars and quite naturally your very successful Civility Campaign has aroused and holds the writer's interest.

May I ask whether you issued a set of printed instructions on civility and treatment of passengers to guide your employees. Any additional literature on the subject of training or outlining prize contest will be appreciated by the writer.
—JOHN E. WHITING, *Employment Manager, Philadelphia Rapid Transit Co., Philadelphia, Pa.*

Why comment on your leaflet, "Civility"? It speaks for itself. If it would not look bad for courteous Southerners to step up to New York and win all your prizes, I would have the first 75 of my conductors I meet write essays on Civility, and, without doubt, win the \$1,000, but I believe in encouraging home industry, hence will not urge our men to "butt in."—H. B. FLOWERS, *Second Vice-President and General Manager, United Railways and Electric Company, Baltimore, Md.*

I have just finished reading your very remarkable little booklet entitled "Civility One Thousand Dollars in Prizes." There is so very much of good in this booklet that we believe it would help very much, indeed, if everyone of our officers and employes could read it.—E. E. MORRIS, *Treasurer, Fidelity Savings Trust Company, Kansas City, Mo.*

I have run over the essay (Miss Alice M. Kautz) and am quite convinced that in making the award the very best judgment was shown by the judges who passed on the competing contributions. It is altogether likely that we will use Miss Kautz's essay in the United Shield, our house organ, with the idea of conveying to the people in our organization some important evidence that civility is one of the things which is going to come into this community sooner or later. * * * I am delighted to have our Company included as a charter member in the proposed "Society to Promote Civility" and I assure you we will do our best to bear our honors meekly and deservedly.—C. R. SHERLOCK, *Vice-President, United Cigar Stores Company.*

I am in possession, through the distribution of your conductor, of

the pamphlet on "Civility." It is so much in line with the excellent spirit of your interesting organization that a praise of it would appear useless. * * * As the contents of the pamphlet goes far beyond local suggestions or prize competition, I wish to send (100) to a number of school boys and girls. They are the growing generation—always interesting, but too often lacking civility, which by far is not only a mannerism, as some people believe, but is an essential of any civilized society.—A. FREEDERICKS, *U. S.-France Financial News Corporation, 61 Broadway, N. Y.*

We would be glad indeed to place a copy (of the Civility pamphlet) in the hands of each of our 600 employees, if they are available. We feel that the subject matter of this booklet is well-worth reading, even if the person reading same does not endeavor to win one of the contest prizes.—J. C. COSTELLO, *Chattanooga Railway and Light Company, Chattanooga, Tenn.*

We appreciate the fine work you are doing along Public Relations lines and we should like to co-operate in the promotion of this contest. * * * As you know we are firm believers in the doctrine that courtesy is a business asset. It is more than this but there is no question but what its dollars and cents value is real.—H. W. CASLER, *Assistant to Vice-President, New York Telephone Company, 15 Dey Street, N. Y.*

We are very much interested in your theory of Service and Civility, and are constantly working toward that in our organization.—MRS. J. W. SINSHEIMER, *Educational Department, Bonwit Teller and Company, N. Y.*

We are in hearty accord with your civility and courtesy campaign and would be only too glad to co-operate with you in any way possible. * * * We have endeavored to foster among our own employes the spirit of courtesy and civility which your campaign is endeavoring to promote generally.—H. W. CARLOUGH, *Executive Manager, Terminal Barber Shops, N. Y.*

While in New York recently I was very much impressed with the politeness of the men operating your Fifth Avenue Coaches.

I should be very glad to learn

from you what your methods are of instilling the courtesy idea in your men; and especially to learn the details of the "Thank you" campaign you have had.—F. H. HILL, *Vice-President, Water, Light and Railroad Company, Elmira, N. Y.*

I think you may safely claim to have the transportation system that shows most civility to its customers. My only complaint is that there are too many customers. I have frequently waited patiently or impatiently on a corner with coaches crowding past me, everyone full. * * * I have read with interest your very well-written booklet and it seems to me, it covers the ground so well that I should like to send a copy to each of my thirty salesmen and I propose reading it to my inside people. * * * By all means keep up your campaign for civility on the part of your employes and customers. I believe it pays and it certainly is a welcome change from the run of things.—CARROLL DUNHAM SMITH, *Carrol Dunham Smith Pharmacal Company, N. Y.*

One of your Civility campaign pamphlets fell into my hands through the courtesy of Mr. George Weaver, Superintendent Division No. 4. It interested me greatly. Would it be possible for us to secure a thousand of them to distribute among our messengers in New York City?—HENRY V. MILLER, *Employment Manager, Messenger Department, Western Union Telegraph Company, N. Y.*

Your recent "Civility" campaign has won our interest. We are doing a similar work among the executives and employes—and between these two and the public—for public corporation. * * * It is a great power toward correct understanding and the preservation of a corporation's assets against attack through lack of understanding of an organization's desires and purposes. It humanizes.—*Printing Arts Company, Indianapolis, Ind.*

I am in receipt of your favor of January 4th, extending a special invitation to the employes of Ovington Brothers Company to participate in the "Civility Contest" that your Company will conduct. We believe it is a very good idea and if you will send us 150

pamphlets, we will be glad to distribute them to our employes.—L. T. PEASE, *Ovington Brothers Company, N. Y.*

The writer was in New York during the month of August and was very much impressed with your campaign for courtesy. We have a large institution here, and feel that we could make an effort similar in our store, and if it is not asking too much, would like to have you send us some of the printed advertising matter and as much of the plan as you would care to give us.—N. B. GOLDSTEIN, *The Herzfeld-Phillipson Company, Milwaukee, Wis.*

You will be interested to learn that the Women's City Club at its last meeting expressed by vote, its appreciation of your "Civility Contest."

This attempt to mitigate the discomforts and the debasements of traveling under conditions of scant public civility—so noticeable since the war—and to turn the traffic, as it were, in the other direction, has the endorsement of this civic group of 2,500 women.

We express to you our endorsement of this effort on the part of one transportation system to establish courteous and forbearing relationships between the men in charge and those who are carried.—MRS. WALTER KRUESI, *Executive Secretary, Women's City Club of N. Y.*

I truly think that you have started something worth while and am very much interested in having the clubs take up this movement, especially in the schools.—MRS. JAMES C. PATRICK, *President, Kansas Federation of Women's Clubs, Santa Fe, Kan.*

Your booklet "To Promote Civility" is one of the best that I have seen as a business proposition. While you do not try to hide your purpose to create better service among your own men yet the booklet is put upon such a high plane that it is worth reading by those who may not be interested in your immediate purpose.—I. HARVEY BRUMBROUGH, *Juniata College, Huntington, Pa.*

I have read with interest and hearty approval your pamphlet, "To Promote Civility."

The young folks of today have

to a very great extent drifted away from the fine old virtues of respect and obedience to parents, and modesty and courtesy in their contacts with each other and the general public.

I should be glad, indeed, to place one of these booklets in the hands of each student now in the college.—R. STROWBRIDGE, *Principal, Browne's Business College, Brooklyn, N. Y.*

Thank you very much for sending me your little booklet on Civility. I have 484 boys and would like to put it in the hands of each one of them.

I often take your coaches when I am in New York and I have been more than astonished by the civility with which I have been treated. * * * Such courtesy as this in our country is marvelous.—M. A. ABBOTT, *Head Master, Lawrenceville School, Lawrenceville, N. J.*

You are doing a splendid service for this generation in your campaign for a wide-spread practice of civility. Nothing is so badly needed at this present time, especially amongst the rising generation, as courtesy and the practice of civility. We trust that the booklet may have far-reaching effects on our young men here, both in the lessons taught in the promotion of courtesy as well as interest in the prize contest.—A. A. MURPHREE, *President, University of Florida, Gainesville, Fla.*

Your communication concerning "Civility" is at hand. I thank you for sending it. It seems to me your scheme is an excellent one and I shall be more than glad to suggest that our students become interested in it.—DR. FRANCIS HARVEY GREEN, *Headmaster, The Pennington School for Boys, Pennington, N. J.*

You are undertaking a very commendable work. * * * I wish to thank you for your courtesy in calling your effort to promote civility to my attention.—O. D. MATHEWSON, *Principal, Lyndon Institute, Lyndon Center, Vt.*

I have read your booklet entitled "To Promote Civility" with great pleasure, and believe that this proposed contest will become a campaign of education that will do vast good.

I should be very glad to receive fifty copies of the little booklet for distribution in our dormitories that students may have the opportunity to enter such a contest, and, regardless of the contest, know what the Fifth Avenue Coach Company is doing to promote civility throughout our country.—J. STANLEY DURKEE, *President, Howard University, Washington, D. C.*

I am greatly pleased with the ideas set forth in the brochure "To Promote Civility."—DR. JOHN O. SPENCER, *President, Morgan College, Hillem Road, Govans, Baltimore, Md.*

I read your article on "Civility." I heartily endorse the article and feel that it will do much good toward bringing about the much needed pleasanter relationship between the individuals who make up the general public. I am sure that the expression of your attitude in this matter is well worth while.—D. C. STUGE, *President, Livingstone College, Salisbury, N. C.*

I have read carefully your pamphlet on Civility and I shall be glad to have more copies to hand out to our students.

I want to congratulate you on your campaign. It is one of the finest things that has been done in New York City. We do need training in the art of civility, and the fact that you have had the courage to undertake and carry on this campaign gladdens the heart of every New Yorker who loves his city and who is interested in mankind and the advancement of civilization.—JEANNETTE HAMIL, *Director, Ballard School, Young Women's Christian Association, 610 Lexington Avenue, New York City.*

I have read with much interest the little book entitled "To Promote Civility." If you would care to send me copies, I should be glad to place them in the hands of our young women. * * * I am sure that all of them would enjoy reading the book.—DR. FRANK D. BLODGETT, *Adelphi College, Brooklyn, N. Y.*

I am much interested in your campaign to promote "Civility." I have read your booklet through and shall be glad to receive copies for distribution among our pupils. It is certainly pleasant to realize that in these days of "rush and

scramble" there is at least one company with respect enough for the feelings of others to start a campaign with such great possibilities, and I certainly hope you will succeed.—THOMAS CURTIS, *Principal, Curtis Business Training School, 140 Fort Green Place, Brooklyn, N. Y.*

I have your letter of the 7th and was very pleased to receive a copy of your booklet "Civility." We, also, desire to do our utmost in promoting civility with everyone with whom we have contact, among the students and with the outside public.—HERBERT J. HANSON, *Director, State Trade School, Bridgeport, Conn.*

In this school for the past few years we have made a special point of developing habits of courtesy throughout our student body. Certainly, the American public needs education along these lines, and I feel that you are doing a splendid service in the emphasis that you are giving to this matter.—HENRY C. PEARSON, *Principal, Horace Mann School, Teacher's College, New York City.*

I have read the pamphlet with great interest and sympathy. I was for many years the operating officer of a considerable number of gas companies, scattered over the length and breadth of this country. In that position I laid all possible emphasis on civility on the part of employes.

"Honesty is the best policy."
* * * We can also say Civility is the best policy.—DR. ALEX C. HUMPHREYS, *President, Stevens Institute of Technology, Castle Point, Hoboken, N. J.*

This letter and booklet on civility and how to promote it are great. The idea is fine.—REV. EUGENE C. WEBSTER, *Principal, The University School, 899 Boylston Street, Boston, Mass.*

I am very much interested in the movement which you have on foot.—WILLIAM J. CLARK, *President, Virginia Union University, Richmond, Va.*

I have read your little pamphlet on the Promotion of Civility with much pleasure. Few things are more important than to teach young people in school and college

the requirements of good breeding which manifest themselves in unvarying courtesy and civility.—REV. LORIN WEBSTER, *Rector, Holderness School, Plymouth, N. H.*

I have read the contents of "To Promote Civility" with great interest. The move seems to be a most worthy one, and should meet with a ready response from the public. Too much cannot be said of the value of civility and I am especially glad to see the other side brought out, that is, the need of civility on the part of the patrons as well as the employes of the company.—ALICE G. SMITH, *Assistant to the Director, North Bennett Street Industrial School, 36 North Bennett Street, Boston, Mass.*

I believe that the time has come to use every means possible to promote civility among all classes—and particularly from younger to older people. I am glad to note the movement you have inaugurated in your own administration along this line.—GAYLORD WM. DOUGLASS, *Headmaster, Wilbraham Academy, Wilbraham, Mass.*

We received your letter together with the pamphlet on "Civility." This is a most excellent plan and one that should be carried out.—J. HENRY FURNETT, *Business Manager, Mercer University, Macon, Georgia.*

I believe there are very few things more important in this country and at this time than earnest efforts to promote civility and the unselfish consideration for others which lies behind it.—CARLETON L. BROWNSON, *Dean, The College of the City of New York, Couvent Avenue and 139th Street, New York.*

I am obliged for your letter of January 24th, enclosing pamphlet describing the contest you are holding. I shall have pleasure in posting information about this contest, and shall be glad if you can send me copies of the pamphlet for distribution to the students.—J. W. CUNLIFFE, *Director, School of Journalism, Columbia University, New York City.*

I have been much interested in your pamphlet on civility and would appreciate 100 copies. * * * I am sure the members of

our staff will find as much interest and suggestion as I have.—
E. R. JOHNSTONE, *Director, The Training School at Vineland, N. J.*

I am thoroughly in accordance with your effort to promote a widespread practice of civility. I have read your booklet to our students. I believe that it is very much to the point at this particular period of the world's history.—J. T. T. HUNDLEY, *President, Lynchburg College, Lynchburg, Va.*

In arousing some appreciation in the minds of people at large of the desirability of more evidence of courtesy in all walks of life, the Fifth Avenue Coach Company is doing a very real service.—RUSSELL R. HARMON, *Secretary to the President, Dartmouth College, Hanover, N. H.*

I wish to express to you my appreciation of the effort you are making to promote a better understanding and greater mutual courtesy between the general public and those who serve them. It is certainly an effort in the right direction, and one in which every thoughtful person should be glad to join.—(Mrs.) H. N. HILLS, *Principal, Stuart Hall, Staunton, Va.*

The influence of your Civility campaign has been so far-reaching that it ought to be continued. Just the fact of having that word "Civility" on all your coaches has set up a new standard of courtesy in a great many business concerns, has created a great deal of interest, and has spread to many other cities.

I would suggest that its continuance would pay the biggest kind of dividends not only in its influence upon your own coach lines, but in its influence upon many other concerns and upon multitudes of other employees. It will result in better understanding between employers and employees in a great number of cases. Personally, I never saw a passing coach with that splendid face, that it did not suggest to me very great possibilities. I wish it could be continued.

Thank you personally for the great influence of this splendid civility campaign, and thank you for the privilege of contributing a manuscript.—ORISON S. MARDEN, *Editor of Success.*

The psychology of our day has not sufficiently emphasized the necessity or the importance of *courtesy and civility*, either in private or public life.

As a daily patron of the Fifth Avenue Coach Company, I have watched with intense interest the growing ease with which your men have formed the habit of using a pleasant and optimistic tone and manner as well as words.

I have often noticed the reaction of this method on the temper and manner of the traveling public, and I am glad to write you, not only of my personal approval of this civility campaign of yours, but also of my conviction that you are not only contributing a valuable element to your own staff of employees, but that you are giving some very needed instruction to our far too self-centered traveling public.

Keep at it along the same old lines. Your educational principle is a sound one.—FRANK ALVAH PARSONS, *President, New York School of Fine and Applied Art, N. Y.*



FROM THE PRESSES OF THE
AUDUBON PRINTERS
BROADWAY AND 167TH ST.